FEBRUARY 12, 1951

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HIS ISSUE:

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Unsettled
Page 19

Increase Seen
Higher Costs
Page 19

t on NARTB
Members
Page 21

Family
With
casts
Page 24

CASTING
on Page 53

The Newsweekly
of Radio and
Television

20TH
year

Annually
weekly

something worth hearing!

HERE IS A STRANGE STORY about a thing that sells goods and services and . . . Oh, anything you might think of – even sells fowl and pianos and zither strings.

Now, hold on, WOR just sold *hearing* devices; hundreds of them!

Imagine selling *hearing* aids to people maybe not able to *hear!* But that's precisely what WOR did.

That would seem like exactly the sort of job a magazine was made for, or an outdoor poster, or a subway card, or something you look at, read, or scan over.

But, WOR *told* people to buy *hearing* devices.

In the brief space of 11 months, a man who makes a very ethical and high-priced hearing device (costs anywhere from $70 to $200) got 21,393 people to ask him about the hearing device. He did this by using WOR.

He did it at the lowest cost-per-lead in his company's advertising history! That's 47 years.

He did it at a cost 50% below that of any station used in 31 test cities, and 76% below the national average.

Why this paradox?

It's WOR, of course; which, in itself, is a paradox.

To repeat a phrase we have used repeatedly, WOR can sell *anything* – has, too.

Why? We are sorry, but we don't know. But we would be very glad to have anyone work on the matter and we will tell thousands of people the reason if we think the reasoning's good. We are pretty bright people when it comes to nickels and dimes, but rather dumb on the introspective side.

However, as a matter of consolation, we'll repeat –

WOR sells everything *fast* (even hearing devices) to more people, more often, for less cost than any station in the United States.

The address is **WOR**

– that power-full station at 1440 Broadway, in New York

P.S. What we've told you is merely part of the story.
Please call or write us for a detailed case history. No charge.

Robert E. Lee was a great campaigner

Noble, brilliant, generous General Lee, who entered the war between the states as commander of Virginia troops, had many sterling qualities. Not the least of these was his imaginative planning. It took courage to execute daring campaigns, to do things a new way. This favorite son of Virginia would have enjoyed the pioneering that envisioned WTVR, first TV station of the south, many years ago; publicly predicted it in 1944; put it on the air in 1948. Today WTVR is still Richmond's only TV station, occupies a big spot in the hearts and lives of all Richmond.

Statue of Robert E. Lee

Havens & Martin Stations are the only complete broadcasting institution in Richmond.

WMBG AM **WCOD** FM

WMBG WCOD WTVR
FIRST STATIONS OF VIRGINIA

WTVR TV

Pioneer NBC outlets for Virginia's first market.
Represented nationally by
John Blair & Company

EXTRA

WCCO Listener Diary

EXTRA

Conducted by Be and Benson, Inc. in WCCO's 50-100% BMB Day-Night Area, Fall 1950

WCCO DELIVERS SIX TIMES MORE LISTENERS THAN ANY OTHER NORTHWEST STATION

...at a cost of only 43 cents per thousand!

Throughout 112 Northwest counties where 916,720 radio families live, WCCO delivers an over-all average quarter-hour rating of 14.1! (During Class A nighttime periods alone, WCCO's rating is 20.5...18.5% *bigger* than it was just two years ago.) Seven days a week, WCCO gets an average 47.2% share-of-audience—more than 6 times more listeners than any of the 189 stations heard in the WCCO area. What's more, WCCO is first in *every one* of the total week's 552 quarter-hours. The average cost-per-thousand of a WCCO station break is only 43 cents—delivering 2,325 radio families per dollar. That's ¼ the average cost of a break on the next station.

BROADCASTING TELECASTING ...at deadline

Closed Circuit

WHILE IT'S TOO early to gauge reaction to NAB reorganization proposal, whereby President Justin Miller will become board chairman, with new president-general manager to be named, and with separate TV division operation, early reports indicate some broadcasters, notably in non-TV markets, feel organization would be top-heavy. There's also indicated objection to proposed new name—National Assn. of Radio & Television Broadcasters (NARTB). Some seem to think NAB itself is of sufficient scope to cover all broadcast media.

DON'T LOOK FOR setting of firm date on general conference involving "discussion of television broadcast problems" (meaning steps toward TV programming Blue Book) until FCC Chairman Wayne Coy returns to Washington from vacation trip about mid-March. Date for conference probably will be set for May.

EMERGING as key figure in NAB reorganization is Allen Woodall, operator of WDAK Columbus, Ga., and interested in other southern stations. Although he winds up his term on NAB board with next convention in April, his will be potent voice in selection of new president-general manager of reorganized trade association [BROADCASTING • TELECASTING, Feb. 5], probably as spokesman for small-station group.

MEMBERS of Senate Select Small Business Committee staff, who prepared recent review of color television situation in report on small business, still smarting from RCA complaint. RCA protested because it thought Senate report upheld FCC's decision. If issue is finally shelved, it will be because hornets nest was stirred when committee insisted it simply wanted to "clear up" muddle for small TV set manufacturers.

WHILE Federal Trade Commission confines scrutiny of TV advertising to written continuities, authorities of commission's Radio & Periodical Div. say there's always possibility of consulting with FCC on questionable films. At present, division has had "no occasion" to take such action or monitor actual telecasts.

ACUSTICON INC., Los Angeles, sponsoring *Fulton Lewis jr. at Home*, new MBS program, 1-1:15 p.m., Sunday, for four weeks starting Feb. 18, through Atherton Adv., Los Angeles. Program emanating from Hollywood, Md., features Mr. Lewis at organ, directing children's choir which he helped organize in his home town.

HCL HAS HIT FCC to point where it is now over-spent on its appropriations. But it hopes to make up for it prior to end of fiscal year, June 30, by leaving vacant openings which may develop by virtue of calls of reservists to active duty or other detachments from service.

DESPITE slackening of applications for new

(Continued on page 86)

Upcoming

Feb. 13-15: RTMA Midwinter Conference and Board Meeting, Hotel Stevens, Chicago.
Feb. 14-15: NBC Stations Planning and Advisory Committee for radio and TV networks, New York.
Feb. 19: NAB TV Board of Directors, Ad Club, New York.
Feb. 20: Advertising Club of Washington Radio-TV Seminar, Hotel Statler, Washington, D. C.
Feb. 22: Voice of Democracy Awards Luncheon, Hotel Statler, Washington, D. C.

(Complete list of Upcomings on page 70)

Bulletins

O'CEDAR Corp., Chicago, is starting to introduce its new furniture polish, Dri-Glo, via AM and TV spots, through Young & Rubicam, Chicago. Commercials will run in about 100 markets for 13 weeks, while current campaign for O'Cedar's sponge mop in some 70 areas is being switched to new product for a concentrated two-week campaign.

RADIO spot announcement campaign starting on varied February dates, using daytime, being prepared for Borden's evaporated milk for 14 weeks by Young & Rubicam, New York. Contracts for 26 weeks.

NPA ORDER EXEMPTS RADIO, TV FROM BAN

FORMAL exemption of "buildings or structures" for radio-TV broadcasting from present government construction ban announced Friday by National Production Authority in amending order [BROADCASTING • TELECASTING, Jan. 22].

New regulation, which amends previous prohibition against construction of amusement, recreation and entertainment buildings, is designed "to assure the greatest possible freedom of operation to the nation's facilities for the communication of news and education material," NPA stated. Newspaper publishing firms and certain type printing establishments also may build without government authorization.

MAIL EMBARGO ENDS

NATIONWIDE embargo on certain types of mail caused by rail strike lifted Friday by Post Office Dept. Renewal of train service in Chicago and St. Louis was basis for action, Postmaster General Jesse M. Donaldson Jr. said. Restrictions had applied to first class mail over two ounces; all second class except newspapers; and third and fourth class mail and airmail postal packages weighing over two pounds.

ACKERMAN TO U. S. POST

WILLIAM C. ACKERMAN, director of CBS reference department and secretary of CBS program board, named secretary of President's Materials Policy Commission, headed by William S. Paley, chairman of CBS board. Mr. Ackerman will be on leave from network.

Business Briefly

NORWICH BUYING ● Norwich Pharmacal Co. (Pepto-Bismal) to start in women's participation shows March 5, in 45 radio markets. Agency, Benton & Bowles, New York.

BLATZ SPOTS ● Blatz Brewing Co., Milwaukee, buying TV spot announcements in as many markets as it can get starting mid-February, 26 weeks. Agency, Kastor, Farrell, Chesley & Clifford, New York.

GRAPETTE TO START ● Grapette Co., Camden, Ark. (beverage), to start half-hour western movie in four markets and puppet show in fifth during March, 52 weeks. Movie series to run in Fort Worth, Memphis, San Antonio, St. Louis; puppet feature is *Gizmo Goodkin*, local Oklahoma City show. Agency, Henri, Hurst & McDonald, Chicago.

REPRESENTATIVE NAMED ● National Time Sales, New York, announced appointment as national representative for WDEM Providence, R. I.

AFM STRIKE THREAT IN CHICAGO TV PACT

TELEVISION AUTHORITY and three of four Chicago TV stations—WNBQ, WENR-TV and WBKB—were completing local negotiations late Friday after arriving at payment standard of about 52½% of network rates. Working conditions and benefits were agreed upon earlier, with settlement of few wage details remaining.

Contracts are expected to be drawn up this week after presentation of final agreement to advertising agency representatives. Agreement was being reached despite last-minute telegrams to managers of all four Chicago stations—including WGN-TV, which withdrew from TVA negotiations on Wednesday—Thursday night by James C. Petrillo, AFM president. WGN-TV seeks separate negotiations with TVA.

Mr. Petrillo reportedly warned station managers he would call strike if TVA contracts were signed locally, apparently in belief that local negotiations differed basically from TVA network contracts. Mr. Petrillo reportedly believed there was an overlap in authority of AFM and TVA on singers who are also instrumentalists and musicians who sing. He referred to "AGVA and AFRA" negotiations, rather than TVA, which led an observer to say Mr. Petrillo had been "misinformed" as to discussion contents and participants. Union spokesman said there had never been problem of overlap between AFM and AFRA, because maximum scale traditionally has been paid to any performer in either union doubling in duties over which other union has jurisdiction.

PEOPLES NEWS EXTENDED

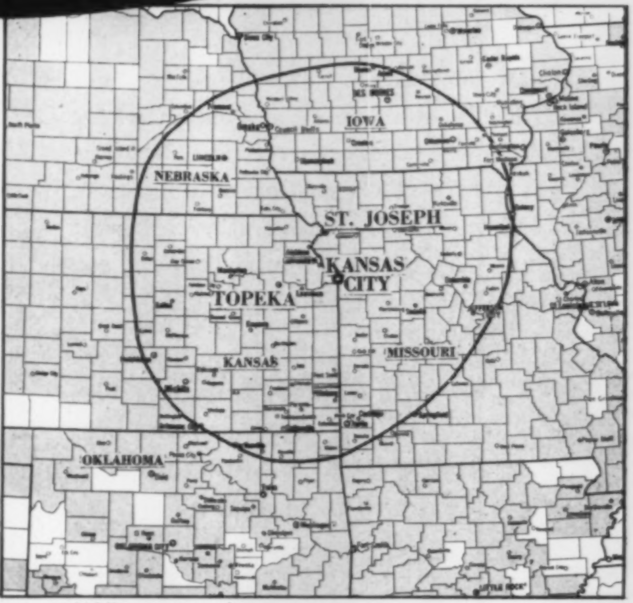
PEOPLES Drug Stores, Washington, has added to their heavy radio schedule 6:05-6:15 p.m. Mon.-Sat. broadcasts by NBC Commentator Leif Eid and 6:55-7 a.m. Mon.-Sat. weather reports on Bill Herson morning show, both over WRC Washington. Contracts are for 52 weeks. Account placed by William D. Murdock Adv. Agency, Washington.

KCMO ...the ONE and ONLY

NEBRASKA
IOWA
EXPANDING MID-AMERICA
KANSAS
MISSOURI

50,000 Watt Station for Mid-America in Greater Kansas City

Cover the Metropolitan Areas of Missouri and Kansas plus Rural Mid-America with KCMO


IOWA
NEBRASKA
ST. JOSEPH
KANSAS CITY
TOPEKA
KANSAS
MISSOURI
OKLAHOMA

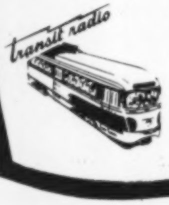
- *MAIL counties shown in gray; ½ mv. contour superimposed black line*

ONE Does it in Mid-America

- ONE station
- ONE rate card
- ONE spot on the dial
- ONE set of call letters

50,000 WATTS
DAYTIME
810 kc. 10,000 WATTS NIGHT

KCMO-FM...94.9 Megacycles


transit radio

Operating Transit Radio in Greater Kansas City... reach them...sell them... on their way to buy...

Transit Radio Representative:
H. R. Representatives, Inc.

KCMO

KANSAS CITY 6, MISSOURI

Basic ABC For Mid-America

National Representative: The Katz Agency

Published every Monday, 53rd issue (Year Book Number) published in February by Broadcasting Publications, Inc., 870 National Press Building, Washington 4, D. C.
Entered as second class matter March 14, 1933, at Post Office at Washington, D. C., under act of March 3, 1879

MORE

TOP-RATED or 2ND PLACE quarter hours between 6 A.M. and 8 P.M. than any other BALTIMORE RADIO STATION*

Again and again we've proved it—WFBR is *Baltimore's Best Buy* for sales-minded advertisers! The headline tells its own story. For amplification, explanation and demonstration, ask your John Blair man—or in Baltimore, call for a WFBR salesman!

Naturally, WFBR-built shows like *Club 1300, Morning in Maryland, It's Fun to Cook, Nelson Baker Show* and others have a lot to do with that ARB report. Ask about them, too!

**Monday thru Friday, Oct.-Nov. 1950 ARB Report*

MARYLAND'S PIONEER BROADCAST STATION!

WFBR

ABC BASIC NETWORK • 5000 WATTS IN BALTIMORE, MD.
REPRESENTED NATIONALLY BY JOHN BLAIR & COMPANY

BROADCASTING TELECASTING

THE NEWSWEEKLY OF RADIO AND TELEVISION*
Published Weekly by Broadcasting Publications, Inc.
Executive, Editorial, Advertising and Circulation Offices:
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Washington 4, D. C. Telephone ME 1022

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WASHINGTON HEADQUARTERS

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NEW YORK BUREAU 488 Madison Ave., Zone 22, *PLaza 5-8355;* EDITORIAL: Edwin H. James, *New York Editor;* Florence Small, *Agency Editor;* Pete Dickerson, *Assistant to New York Editor;* Gretchen Groff, Martha Koppel.

Bruce Robertson, *Senior Associate Editor.*

ADVERTISING: S. J. PAUL, *Advertising Director;* Eleanor R. Manning.

CHICAGO BUREAU 360 N. Michigan Ave., Zone 1, *CEntral 6-4115;* William L. Thompson, *Manager;* Jane Pinkerton.

HOLLYWOOD BUREAU Taft Building, Hollywood and Vine, Zone 28, *HEmpstead 8181;* David Glickman, *West Coast Manager;* Ann August.

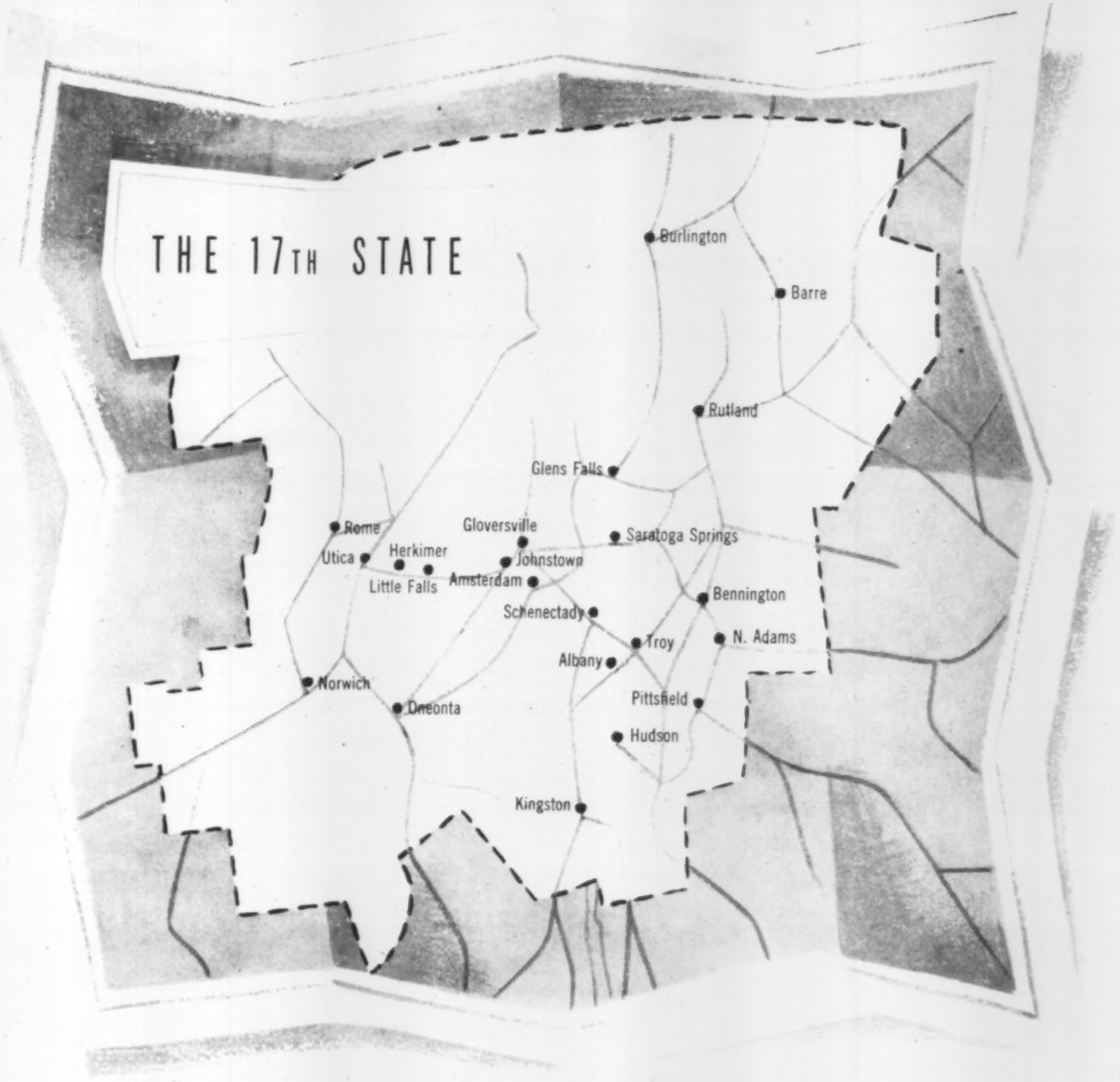
TORONTO: 417 Harbour Commission, *ELgin 0775;* James Montagnes.

BROADCASTING * Magazine was founded in 1931 by Broadcasting Publications Inc., using the title: BROADCASTING *—The News Magazine of the Fifth Estate. Broadcast Advertising * was acquired in 1932 and Broadcast Reporter in 1933.

* Reg. U. S. Patent Office

Copyright 1951 by Broadcasting Publications, Inc.

Subscription Price: $7.00 Per Year, 25c Per Copy


THE 17TH STATE
Burlington
Barre
Rutland
Glens Falls
Rome
Utica
Herkimer
Little Falls
Gloversville
Johnstown
Amsterdam
Saratoga Springs
Schenectady
Bennington
Troy
N. Adams
Albany
Norwich
Oneonta
Pittsfield
Hudson
Kingston

Hooper surveys the 17th State*

And Hooper discovers that:

WGY delivers a regular listening audience in all 22 cities of the 17th State.

WGY's average evening audience is larger than the audiences of the next two stations combined.

WGY's average daytime audience is 44% larger than the next best station's daytime audience.

WGY's evening share-of-audience is above 20% in 15 of the 22 cities (Station B's share-of-audience is 20% or over in only 4 cities).

Hooper's new 22-market survey of Eastern New York and Western New England has just been released. It becomes an essential tool in buying radio time in this vast marketing area. If you have not received a copy, call your NBC Spot Salesman or write: NBC Spot Sales, 30 Rockefeller Plaza, New York 20.

*a compact market composed of a homogeneous group of 54 counties in Eastern New York and Western New England . . . so called because its population exceeds that of 32 states in the U. S.

WGY

50,000 watts 810 kc.

The *only* station covering all 22 Markets of the 17th State

the difference is MUTUAL!

The **MUTUAL**

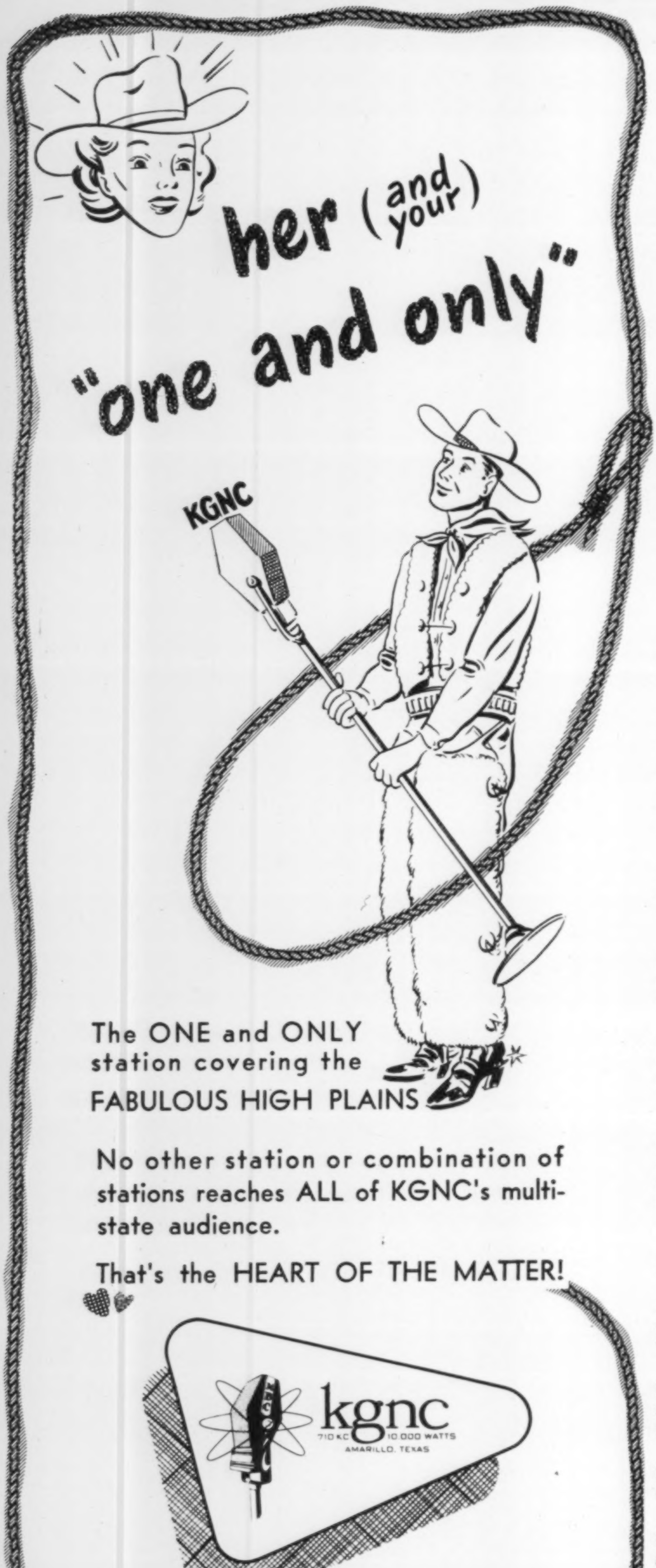
"MISTER PLUS" COPYRIGHT 1951, THE MUTUAL BROADCASTING SYSTEM, INC.

Roses are red
Violets are blue
Listening is up ~~
And how are you?

More people love Mutual these days than ever before—with a love that is measurable even unto decimal points. Compared with one year ago (when TV was just beginning its most alluring gains in public favor) precisely **9.48% more** radio families are now attuned to the average of all regularly sponsored programs on Mutual. No other network can make any such happy statement—because none but Mutual has scored a plus. Source: the latest Nielsen average audience data (first December reports, '49-'50).

Round more hearts would you entwine?
Say you'll be our Valentine!

L Broadcasting System



The ONE and ONLY station covering the FABULOUS HIGH PLAINS

No other station or combination of stations reaches ALL of KGNC's multi-state audience.

That's the HEART OF THE MATTER!

new business

RECEIVER SALES Division ALLEN B. DuMONT LABS., Clifton, N. J., sends sample radio-TV spot announcements to dealers and distributors for local cooperative sponsorship. Two month campaign will promote electronic tuning device and big screen television. Agency: Campbell-Ewald, N. Y.

THE RICHMARK Co., N. Y. (Richmark Tapioca), names Walter Wiley Adv., N. Y., to handle advertising. Radio and TV will be used.

DIF CORP., Garwood, N. J. (household & hand cleaner), appoints Bermingham, Castleman & Pierce Inc., N. Y., to handle advertising. Firm currently uses local radio in New York.

KELLOGG Co. of Canada Ltd., London, Ont. (All-bran), starts spot announcement campaign on 46 Canadian stations. Agency: Kenyon & Eckhardt, Toronto.

A. SCHILLING & Co., division of McCormick & Co., S. F., sponsoring series of one-minute spots over all six Alaska Broadcasting System stations. Agency: Beaumont & Holman, S. F.

BROMO-SELTZER Ltd., Toronto (Bromo-Seltzer), starts transcribed interviews, sportscasts and newscasts on large number of Canadian stations. Agency: F. H. Hayhurst Co., Toronto.

Network Accounts . . .

GENERAL MILLS, Inc. (cereals, flours and mixes), alternately sponsoring 6:30-7 p.m. segment of *Ted Mack's Family Hour*, ABC-TV, Sun. 6-7 p.m., effective March 25. Alternate sponsor is C. A. Swanson & Sons, Omaha. Agency for both accounts: Tatham-Laird Inc., Chicago.

MANHATTAN SOAP Co., N. Y., March 6 renews Tues., Thurs., Sat. sponsorship of *Frank Goss News* on Columbia Pacific Network 7:30-7:45 a.m. (PST) for 13 weeks. Agency: Duane Jones Inc., N. Y.

RALSTON PURINA Co., St. Louis, for its cereals, will sponsor program tentatively called *Animal Fair* on ABC-TV, starting March 4 Sun., 3:30-4 p.m. (CST). Agency: Gardner Adv., same city.

AMERICAN VITAMIN Assn. Inc., L. A. (Orvita, Thyavals), Feb. 11 started combination live and transcribed *Harmony House* on full Don Lee Intermountain and Arizona network (77 stations), Sun. 4-5 p.m. (PST). Contract for 52 weeks. Agency: The Counsellors, Hollywood.

CANADIAN GENERAL ELECTRIC Ltd., Toronto (appliances and receivers), extends *Your Host* program, Sun. 8:30-9 p.m. for four weeks to April 22 on 47 Dominion network stations. Agency: MacLaren Adv. Co., Toronto.

Adpeople . . .

LAWRENCE W. BRUFF, Liggett & Myers Tobacco Co., N. Y., named advertising manager. Was with Newell-Emmett Co. (Cunningham & Walsh Inc.), advertising agency for Liggett & Myers.

ROBERT E. PEARSALL elected executive vice president Armour & Co., Chicago, and is working directly with office of president. **ALFRED H. SMITH** succeeds Mr. Pearsall in the latter position.

ROBERT G. SPEARS, Jelke Div., Lever Bros., N. Y., appointed president National Assn. of Margarine Mfrs., Washington, without salary.

LOU E. PHENNER, president Canadian Cellucotton Products, Toronto, and president of Bureau of Broadcast Measurement, Toronto, appointed vice president International Cellucotton Products, Chicago.

W. T. BANNISTER, manager Minneapolis sales field Standard Oil Co. of Indiana, retires after 38 years with company.

"... a new nation, conceived in liberty ..."

The hand of time has wrought great change since the day Abraham Lincoln spoke on the battlefield at Gettysburg. Yet, in America his words remain as alive today as the instant they passed his lips. It remains our task to keep them alive, for they are the message of a free America. And standing ready to speed this message on its way to all of the corners of a troubled world is radio—the powerful, articulate voice of the nation. WJR takes pride in pledging the strength of its men, women, and broadcasting equipment to lend an ever increasing volume to this great American voice of freedom!

Radio—America's Greatest
Public Service Medium

FREE SPEECH MIKE

WJR

THE GOODWILL STATION, Inc.
FISHER BLDG., DETROIT

CBS
50,000
WATTS

Call or write your nearest Petry Office

KWFT
WICHITA FALLS, TEX.
620 KC
5,000 WATTS

KLYN
AMARILLO, TEX.
940 KC
1,000 WATTS

*TWO TOP
CBS STATIONS
TWO BIG
SOUTHWEST MARKETS
ONE LOW
COMBINATION RATE

You can't afford to overlook this sales-winning pair of CBS stations when you make out that schedule for the Great Southwest. For availabilities and rates, write, wire or phone our representatives.

National Representatives
JOHN BLAIR & CO.

agency

FRANKLIN C. WHEELER, executive vice president Brisacher, Wheeler & Staff, S. F., elected president of firm succeeding late **EMIL BRISACHER** [BROADCASTING • TELECASTING, Feb. 5]. **WALTON PURDOM**, vice president, elected executive vice president. **ROBERT BRISACHER**, secretary-treasurer, named vice president, and Mrs. **EMIL BRISACHER** appointed secretary-treasurer. Other officers are; **RICHARD IDE**, vice president and manager N. Y. office; **ALEX EVANS**, vice president and manager L. A. office; **A. McKIE DONNAN**, vice president, and **ETTORE FIRENZE**, vice president and art director.

RUDYARD C. McKEE, account executive McCann-Erickson, N. Y., appointed assistant to President **MARION HARPER**. He will also be member of agency's advisory committee on advertising plans, eastern region.

DAVID LOOMIS, account executive Dancer-Fitzgerald-Sample, N. Y., named vice president.

ANDREW D. CARPENTER, account executive Dan B. Miner Co., L. A., elected to board of directors.

EARL KENNEDY, Young & Rubicam, N. Y., to Maxon Inc., same city, in charge of radio-TV productions.

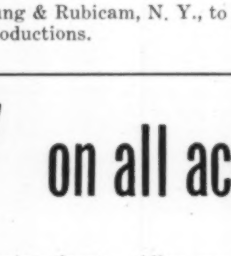
on all accounts

IF AMERICA'S listening fancy during 1951 should be caught by trimly-quaint hillbilly music and humor aired from an isolated little valley in Kentucky, Miles Oakley Bidwell, vice president and account supervisor of Benton & Bowles Inc., New York, will have scored again.

Juvenile Jury was just an unknown sustaining show over WOR New York in 1946, when Mr. Bidwell became associated with Benton & Bowles and sold the show to the agency and General Foods. When the show went onto television in 1947, he became the first account executive at that agency to get a General Foods product on the new media.

Now General Foods sponsors *Renfro Valley*, which began Jan. 1 over CBS in the South and Midwest. The five-day-a-week strip; Saturday night barn dance, and Sunday morning program is broadcast from the valley itself, where zithers and dulcimers are still played and the humor is homespun. John Lair, originator of the *WLS Barn Dance*, lives in the valley and acts as emcee. Although aimed at that section of the listening public which is unamused by Hollywood jokes and Tin Pan Alley music, and which Mr. Bidwell with respect calls "the backbone of the nation," *Renfro Valley* may prove appealing to city dwellers because of its authenticity. Even the commercials will be unwritten and free from a New York or Hollywood touch.

That "Oak" Bidwell, as his friends know him, should come up with something of this sort is somewhat of a surprise when considered in light of his background.


MR. BIDWELL

Born Feb. 4, 1909, in New York City, and educated at the Buckley School, Hotchkiss School in Lakeville, Conn., and at Yale U., Mr. Bidwell left college after one year to enter the Wall Street firm of Babcock, Rushton & Co., where he had worked the preceding three summers while in school.

As head of over-the-counter bond trading, he was making a salary the likes of which he was not to see again for years. The 1929 crash arrived, and he watched his salary unwind, cut by cut, like the altimeter of a diving plane. Finally, in 1930, he took a reporting job with the New York *Evening Journal*, and a year later moved in the same capacity to the New York

(Continued on page 52)

beat

ADDRESS CHANGES: STANLEY G. BOYNTON & SON, Detroit, to new offices at 159 Pierce St., Birmingham, Mich., about Feb. 23; **FORD & HARSHBARGER Adv.,** L. A., to 5859 Melrose Ave. Telephone HEmpstead 8193; **KUDNER AGENCY Inc.,** N. Y., to new offices at 575 Madison Ave. Telephone Murray Hill 8-6700; **WATTS, PAYNE-Adv. Inc.,** Tulsa, to new offices at 900 South Main St., Tulsa.

BUCKNER, CRAIG & WEBSTER Adv. Agency, Lubbock, Tex., opens branch office at 211 Burks Bldg., Lubbock. **T. W. WOMACK** will direct new office.

ALFRED HANSEN, copy department Erwin-Wasey & Co., L. A., named director of radio-TV commercials.

MARTY BRENMAN, radio-TV personality, to Lando Adv. Agency, Pittsburgh, as TV producer.

HAZEL FURUSATHER, station relations director Young & Rubicam Inc., Hollywood, transferred to N. Y. office for several weeks.

ELON G. BORTON, president Advertising Federation of America, elected vice president International Union of Advertising, which includes advertising associations in several countries.

JOHN W. GUERRY Jr., sales promotion staff Philco Corp., Chicago, to radio-TV copywriting Ruthrauff & Ryan, same city.

HOWARD E. ESCHELL to pharmaceutical division Gray & Rogers, Philadelphia, in copy-contact work.

DUSTY MILLER, Grey Adv., N. Y., to Gibraltar Adv. Agency, N. Y., in charge of TV copy and to handle publicity on *Bonny Maid Versatile Varieties.*

CARL J. EASTMAN, vice president N. W. Ayer & Sons, S. F. office, resigns. He will become assistant to president Leslie Salt Co., same city.

JAMES M. CECIL, president Cecil & Presbrey Inc., N. Y., elected member of New York U. Council, campus governing board, as chairman new committee on public relations.

FELIX SUTTON, Geyer, Newell & Ganger, N. Y., to Kenyon & Eckhardt, N. Y., as copy supervisor in copy department.

PETER LAFFERTY, radio-TV producer and director, appointed producer and director of new Victor Borge TV show debuting Feb. 3 on NBC-TV, sponsored by Kellogg Co. Agency: Kenyon & Eckhardt, N. Y.

JIMMY TRIPPE, head Ambassador Adv. Assoc., Gadsen, Ala., father of boy.

WILLARD DAVIS, KTLA-TV Los Angeles, to Harry W. Morris Adv. Agency, S. F., as account executive.

NORMAN CARDON, Schneider, Cardon Ltd., Montreal, forms agency under own name at 1231 St. Catherine St. W., Montreal.

WILLIAM NYE, account executive McCann-Erickson, S. F., and **DOROTHY HOOKER,** producer-director KGO-TV San Francisco, announce their marriage.

T. GORDON DALGLISH appointed vice president and secretary-treasurer Harry E. Foster Adv. Ltd., Toronto.

JACKIE JORDON, U. of California, Atomic Energy Commission, to Young & Rubicam, Hollywood, replacing **DORIS DELANEY,** resigned.

MAHLON G. REMINGTON appointed director of merchandising and sales promotion Ward Wheelock Co., Phila. **MICHAEL LEVIN** named head radio-TV commercial copy and production. **MARJORIE ALLEN** and **JAMES BRESLOV** appointed to copy department.

DISTRIBUTORS' REPORT:

Radio-Set Sales Soar in Buffalo

We wanted the latest reports on sales of radio receivers in the Buffalo area so we went to the men who know—the distributors. Television sales are booming in Buffalo but radio sets are ***Outselling TV Receivers Two or Three to One.*** Here's the report as of December 28, 1950 . . . . .

- **DISTRIBUTOR A:** Radio receiver sales are twice as large as TV sales in units. Distributor selling table model combinations in large volume.
- **DISTRIBUTOR B:** Does not sell radio receivers separately, but in combination with phonographs and television receivers.
- **DISTRIBUTOR C:** Radio receiver sales are approximately twice as large as TV sales in units. Table model sales very good.
- **DISTRIBUTOR D:** Radio receiver sales exceed TV sales by approximately 2½ to 1.
- **DISTRIBUTOR E:** Radio receiver sales exceed TV sales by approximately 3 to 1.
- **DISTRIBUTOR F:** Distributor reports radio receiver sales exceed TV sales in ratio of 2 to 1. About 20% of all television receivers sold are radio combinations.
- **DISTRIBUTOR G:** Recently appointed distributor stated TV and home radio receiver sales were about 50-50 in units. Total sales volume, including auto and portable models, brings unit volume of radio receiver sales above TV
- **DISTRIBUTOR H:** Factory is allocating few radio receivers to TV markets, however about 25% of all television receivers sold are radio combinations.
- **DISTRIBUTOR I:** Distributor reports that TV sales compared with radio is about 55-45 in favor of TV. One-half TV receivers sold were radio and phonograph combinations.
- **DISTRIBUTOR J:** Radio receiver sales exceed TV sales by approximately 3 to 1.
- **DISTRIBUTOR K:** Distributor did not have radio receivers until summer. Sales since then have been slightly higher in radio receivers than television.
- **DISTRIBUTOR L:** Distributor reported radio receiver sales exceed TV sales by approximately 2½ to 1.
- **DISTRIBUTOR M:** Very excellent movement of table models and portable receivers. Volume was so heavy during December, stock of distributor was exhausted.

BASIC NBC WBEN BUFFALO 2, N. Y.

WBEN Programming Keeps Pace With Set Sales; Ask Your Petry Man for the WBEN Story

How's your c

TOP RADIO, TV STARS WILL ENTERTAIN NFBA COURTESY OF CBS-HPL

For the second straight year, headline personalities from CBS radio and television will stage a huge variety show for members of the National Food Brokers' Association and their friends at the annual banquet which climaxes their national convention. This year's banquet will be held at the Palmer House, Chicago, February 19.

"The Housewives' Protective League," participating program broadcast locally by CBS stations in ten leading national markets, will again pick up the tab for this big-name production, in association with CBS and Radio Sales, a CBS division. The CBS-HPL show is being repeated by popular demand. Spectators and press alike termed last year's show a high spot of the NFBA convention.

Local HPL Directors, and the markets covered by each, include the following: Galen Drake, WCBS, New York City; John Trent, WCAU, Philadelphia; Mark Evans, WTOP, Washington, and WRVA, Richmond; Allen Gray, WCCO, Minneapolis; Paul Gibson (The Paul Gibson Show), WBBM, Chicago; Lee Adams, KMOX, St. Louis; Paul West, KIRO, Seattle; Lewis Martin, KCBS, San Francisco; and Philip Norman, KNX, Los Angeles.

r chain of demand?

Customers, like generals, originate orders. And in selling just as in a soldier's chain of command, orders come through channels. A successful sales effort embraces not only your customers, but your retailers, all your middlemen and your own salesmen—your whole chain of *demand.* If you are one of the hundreds of advertisers who have been selling on "The Housewives' Protective League," your chain of demand will pass anyone's inspection. Because the HPL is radio's most sales-effective participating program... *right through each link to you.* If you aren't already on the HPL, let the HPL Director in your area show you how he backs up his on-the-air action with hard-hitting merchandising services... how he pounds the local dealer-retailer beat selling your product... helps kindle sales enthusiasm with in-person appearances at manufacturer, wholesaler and dealer meetings... puts out a steady barrage of bulletins, postcards and brochures to retailers... makes available a wide variety of point-of-sale ammunition (such as counter cards, posters, streamers and stickers). To put these merchandising weapons—and the HPL's own tremendous sales power—to work, just call the HPL Director nearest you.

THE HOUSEWIVES' PROTECTIVE LEAGUE

"The Program that Sponsors the Product"

485 MADISON AVE., NEW YORK CITY • COLUMBIA SQ., HOLLYWOOD

This is
KILLING
Me!

There is a "strip" available on my show . . . A spot every day, **Monday through Friday on WRC,** from 12:30-1:30 PM.

It's a **sweet time location** with a string of success stories from here to there. I've never tried to kid a listener or a client . . . this availability will not be open very long. I'm proud to say that spots just don't stay open on my show.

Pick up your 'phone, Mr. Time Buyer, and **call National Spot Sales, or** you might want to ring **Mal Glascock, WRC Sales Manager,** here in Washington . . . It's **the Gene Archer Show!**

YOUR BEST BUY IS
IN THE NATION'S CAPITAL

FIRST in WASHINGTON
WRC
5,000 Watts • 980 KC
Represented by NBC SPOT SALES

feature of the week

By FRED J. STEVENSON
GENERAL MANAGER
KGRH FAYETTEVILLE, ARK.

TO START with the happy ending—we've just closed an important local sale to a public utility in our area. It's not the first sale we've made (and heaven forbid that it should be the last) but it occurred to me that the sales method used would interest many other radio stations.

Mr. Stevenson

The program involved is Fulton Lewis jr., a Mutual network co-op, which we broadcast over KGRH, Monday through Friday, 6 to 6:15 p.m., our time, and which was currently unsold. The advertiser involved is the Arkansas Western Gas Co.

Here's the story.

Recently we received a mailing piece from the Mutual Co-op Program Dept. explaining how station WHBQ in Memphis had pitched this show and we took our cue from that. On Monday, Dec. 11, we inserted an announcement in the Fulton Lewis jr. program itself to the effect that KGRH had been carrying Mr. Lewis for some time unsponsored and since this resulted in a loss of revenue to the station, we were contemplating taking him off the air unless the response was such as to justify carrying him on a sustaining basis as a service to the listening audience.

In five days we had received 841 pieces of mail (this mail is on file at our station for examination and verification) of which 796 requested that we continue the program and 45 indicated that they wanted him taken off.

Before this poll was completed we received two unsolicited requests from potential sponsors for prices, etc. We closed with the Arkansas Western Gas Co., first potential sponsor and I am confident that with the material we had compiled we could have sold Fulton Lewis

(Continued on page 72)

strictly business

IN THE not-so-dusty annals of CBS Hollywood there glows a proud symbol of achievement for a lowly salesman once on the staff. It represents the first transcontinental sale made from the network's newly-established Western Division in Hollywood in 1937. The salesman was Chester George Matson, now manager of the Los Angeles office, Edward Petry & Co. Inc., national radio and television representative. The sale was made to A. J. Krank Co., Los Angeles. The price was withheld.

Making sales was nothing new to Chet before he went to CBS and haven't been since he left to establish the Petry Los Angeles office in 1938. He has been associated with that field most of his working years. Not too long ago Chet proved his fine salesmanship as well as confidence in the medium he continues to represent when he convinced Gallo Wine executives and their agency to choose spot radio over other competing media.

Mr. MATSON

* * *

Required to make an oral solicitation before other media representatives as well as before the agency and client in a one minute announcement, Chet stood proudly up to his full six feet and proclaimed in his usual precise manner of speech, "If advertising is the science or art of obtaining the greatest number of favorable impressions at the least possible cost, spot broadcasting will deliver the message before more people, cheaper, longer and louder than anything you are considering."

He apparently was impressive, for not long after that Gallo was telling its message throughout the country cheaper, longer and louder via the airwaves.

Chet, who as Los Angeles manager of the national radio representative firm, represents, with the

(Continued on page 52)

OF THE 162
METROPOLITAN
AREAS IN THE U. S.

THE TAMPA-
ST. PETERSBURG
MARKET RANKED
3rd
IN GENERAL
MERCHANDISE
STORE SALES GAINS*

Here is one of America's fastest-growing markets—an active market with high, steady buying power right around the calendar from payrolls of diversified agriculture and industry.

You can "spot" the Tampa-St. Petersburg market—and its rich trade area—with maximum effectiveness with WFLA and WFLAfm.

* According to Sales Management, the Tampa-St. Petersburg market ranked third percentage-wise for the period 1940 to 1950.

Tampa Tribune Stations
WFLA AM FM
NBC affiliate
TAMPA
NATIONAL REPRESENTATIVE
JOHN BLAIR & CO.
SOUTHEASTERN REPRESENTATIVE
HARRY E. CUMMINGS
JACKSONVILLE, FLORIDA

America's 1st post-war television station...

KSD-TV

...now in its 5th year of commercial operation ...delivers 100% of the television audience in an area with more than 250,000 TV homes.

KSD-TV

The ST. LOUIS POST-DISPATCH Television Station

National Advertising Representative: FREE & PETERS, INC.

NORTH CAROLINA IS 1 St.

North Carolina Rates More Firsts In Sales Management Survey Than Any Other Southern State.

More North Carolinians Listen to WPTF Than to Any Other Station.

and NORTH CAROLINA'S NUMBER 1 SALESMAN IS...

WPTF

also WPTF-FM

NBC AFFILIATE for RALEIGH, DURHAM and Eastern North Carolina

50,000 WATTS
680 KC.

NATIONAL REPRESENTATIVE FREE & PETERS, INC.

BROADCASTING
TELECASTING

Vol. 40, No. 7 WASHINGTON, D. C., FEBRUARY 12, 1951 $7.00 A YEAR—25c A COPY

ASCAP SHOWDOWN

Television Pact Will Affect Radio

By BRUCE ROBERTSON

EFFORT to avoid costly court proceedings that would tear the whole ASCAP radio-TV situation wide open will be made next Monday (Feb. 19) at a meeting of the new NAB-TV board of directors, to be held at the New York Ad Club (see NAB reorganization story page 25).

In weighing the relative merits of seeking a new approach on which to reopen negotiations with ASCAP, which broke off relations with the Television Industry Music Committee in December after more than a year of fruitless discussions, or of waiting for ASCAP to announce its terms and going to court if they are not satisfactory, the board will be constantly aware that it is not dealing alone with television. For if the TV formula should be more advantageous to ASCAP than the one now in effect for radio, its terms are certain to be demanded for radio as well when the present contracts expire.

Eugene S. Thomas, WOR-TV New York, chairman of the newly organized NAB-TV board, who called the meeting, said that he has invited Dwight W. Martin, WLWT(TV) Cincinnati, chairman of the TV music committee, to give the board a full report on his committee's activities.

Another Plea Made

A plea for another attempt to get together with ASCAP before letting the matter wind up in the courts was made by Clair R. McCollough, WGAL-TV Lancaster, a member of the new NAB-TV board, in a letter to Mr. Thomas, chairman.

To conform to the terms of the consent decree signed by ASCAP with the Dept. of Justice in 1941, ASCAP must offer its music to broadcasters under two plans—a blanket plan whereby the broadcaster pays a flat annual fee for the right to use as much ASCAP music as he desires (with some limitations), and a per program plan under which the broadcaster pays ASCAP fees only for those programs actually using ASCAP music.

The blanket license for radio stations is figured on the basis of 2.25% of the annual net revenue from time sales; networks pay 2.75% but are allowed certain wireline deductions. Television blanket license follow the same general formula with an additional 10% added after the fee has been calculated in the radio manner.

Completion of the video blanket license formula, which was immediately accepted by three TV networks — ABC, CBS, NBC — and some stations, came in October 1949 after months of negotiations, largely by network attorneys, and a new committee was appointed to deal with the presumably much simpler task of working out with ASCAP a mutually agreeable per program plan.

Per Program Problem

It soon became plain that this was not going to be as easy as it had originally looked. ASCAP was not overly enthusiastic about some of the details of the radio per program licenses and was determined not to include them in the TV formula, which the society felt would be accepted by a larger proportion of video broadcasters than the 10% of radio licensees who had chosen the per program plan of payment. ASCAP also felt that the TV broadcasters should pay a higher rate than the 8% which is the base rate for the radio commercial per program licenses.

Some of the problems were worked out fairly easily and others were settled by serious effort but one problem defied the most strenuous attack. That was—and is—ASCAP's insistence on payment for commercial announcements broadcast in time adjacent to sustaining programs which include ASCAP music. ASCAP claimed that these commercials depended for their audience on people who had tuned in to hear the music and that they should carry ASCAP fees. The TV committee was equally adamant on its view that to permit the per program fee to be extended beyond the time limits of the program itself, even for a few seconds, would be to open the door for further expansions and eventually to defeat the entire purpose of the per program license, not only for television but in all probability for radio as well.

Months of discussion and of attempts to find some alternate plan which would satisfy ASCAP without involving the committee in what it felt to be a default of its responsibilities to the industry resulted in practically no progress. Stuart Sprague, New York copyright attorney who represents the TV committee as special counsel, and Herman Finkelstein, ASCAP's resident attorney, put in long hours on the problem between committee meetings with no better results.

"Finally, ASCAP laid down an ultimatum that unless our committee agreed to consider some form of royalty payment for commercial announcements adjacent to programs containing ASCAP music they were unwilling to continue the negotiations any longer," Mr. Sprague said last week in reviewing the activities of the TV

(Continued on page 66)

HIGHER INCOME

Seen in '51 Despite Costs

DESPITE higher operating costs, broadcast stations should enjoy increased revenues as their gross goes up in 1951, Richard P. Doherty, NAB employe-employer relations director, told the Georgia Assn. of Broadcasters at its Feb. 9 meeting in Augusta.

Mr. Doherty and John M. Outler Jr., WSB Atlanta, were among speakers at the meeting (see story page 28).

Reduction in the number of stations losing money was forecast during 1951 by Mr. Doherty. At the same time he forecast a growing shortage in the labor market.

Labor problems will become increasingly serious, Mr. Doherty declared, and will take definite shape in the next few months. He predicted manpower shortages as a result of difficulty of securing competent new employes; loss of certain employes to non-radio industries; increased labor turnover as employes shift among stations.

Wage freeze problems will harass broadcasters, he said, intensifying labor market difficulties. Continued variation in wage scales for jobs will appear, with some low-scale employes moving to stations where more pay is available, or to non-radio jobs. The wage stabilization process will generate the greatest labor turnover, he said, since there are more stations now than was the case in World War II.

Every area will be affected by defense employment, according to Mr. Doherty. Manpower controls will likely be instituted some time this year, he believed. Among developments will be a voluntary movement of workers to defense plants, with chance that re-employment seniority rights will be provided as in the case of absence in military service. The alternative, he suggested, may be a manpower draft.

Wage Freeze Issue

Freezing of wages would stimulate turnover, especially from small and medium stations with wages frozen at a low point. The list of critical and essential jobs is being revised to cover a smaller area, he indicated, with primary emphasis on defense production and operations.

Nine suggestions to station management were made by Mr. Doherty:

1—Don't expect occupational deferment for men under 26 except in extreme cases.

2—Keep fully informed on draft and reserve status of employes.

3—Reconcile yourself to the call of male employes under 26 before the end of 1951 except in the case of World War II veterans, physically rejected and dependency deferments.

4—Plan to retain men in the 26-35 age group for the foreseeable future, but develop plans to release such employes in the event of all-out war.

5—Regard men over 35 as definitely deferred.

6—Know employes competent to take over other jobs.

7—Analyze wage structure in the local market and in other industries.

8—Build up contacts in profitable sources of labor; radio is an attractive industry for many persons.

9—Keep track of FCC regulations covering transmitter engineers. Efforts are being made to bring about relaxation of the first-class operator requirement, as was done in World War II. FCC will listen to hardship cases if no first-class operator can be obtained.

WAR GAINS TO RADIO

Seen by Hooper

A "WAR-BORN renaissance in radio advertising" was predicted Thursday by C. E. Hooper, president, C. E. Hooper Inc., in an address before the Radio Executives Club of New York. This will not come at the expense of television, he observed, although presumably the national emergency would slow down the growth of TV in areas now served by television and would prevent its expansion into new markets.

"I was recalling," Mr. Hooper said, "the paper, printing, and transportation shortages we experienced in World War II. They will occur again. Radio, without a comparable problem involving supplies and transportation, will get the business automatically."

Radio's continuing ability to deliver sales for its users is proved, Mr. Hooper stated, by a radio home study made in a city where 58% of the homes were still without television, which contained "one of the most bullish figures I ever saw on a medium." During the summer of 1950 one advertiser took his usual summer hiatus and lost 25% of his business in radio-only homes, Mr. Hooper said, while his leading competitor, who kept his radio advertising on the air through the summer, picked up 20% during the same period.

Mr. Hooper noted that the postwar entry of a number of new broadcast audience measurement firms has created confusion in the minds of the buyers of time, who he declared, could straighten out all of the confusion in very short order if they would only insist that things be called by their right names.

"The rating is a size measurement produced by two known methods, coincidental and automatic," he said. "The index is a relative figure comparable only with other relatives of the same sort, but not pertinent to size. All other known methods than automatic and coincidental produce only indexes. . . . When you want information on size, don't accept a substitute for the coincidental or automatic method."

The place of the aided recall, diary and other techniques, he said, is to "produce much needed relative audience indexes for use in analyzing audiences," noting that the term "index" is the proper term for such figures, while "ratings" is the industry term for an audience size measurement.

CBS INCOME

Nets $4,105,300 in '5

CBS last week reported its net income in 1950 was $4,105,300, a slight decline from its 1949 net of $4,184,100.

The decline in net was attributable to an increase in provisions for federal taxes. Income before taxes in 1950 was nearly $2 million more than it was in 1949.

Income before federal taxes in 1950 was $9,555,300 and in 1949 $7,634,100. Provisions for income taxes of $4,850,000 and excess profits taxes of $600,000 were made in 1950, while total federal taxes in 1949, when no excess profits tax was in existence, were $3,450,000.

The CBS board of directors last week also declared a cash dividend of 40 cents per share on Class A and B stock, payable March 9, 1951, to stockholders of record at the close of business Feb. 23. The full financial report of the network for 1950 will be available about April 1.

'52 CAMPAIGN

GOP to Bank Heavier On Radio, TV

GOP members of the Senate and House have evinced a "greater interest in radio and television" than at any time prior to the 1950 elections, Ed Ingle, radio-TV director of the Republican National Committee, asserted last week.

Prominent in their planning for 1951, with all eyes on the 1952 Presidential campaign, are films for television to be released to stations in constituent areas on a public service basis.

In addition, members will maintain the usual heavy schedule of radio broadcasts on their area stations, with a probability that the figure will reach or exceed last year's output on some 490 outlets.

With respect to broadcasts, Mr. Ingle explained that the time lag will be shortened this year through utilization of tape recordings in preference to the usual transcriptions. Tape recording, he noted, can be airmailed instead of air expressed and thus reach stations more quickly for airing to constituents.

Already one House member has begun a regular weekly series of film telecasts on WHAM (TV) Rochester, N. Y., and others—in both the Senate and House—are exploring the possibilities of TV, it was indicated.

Rep. Kenneth B. Keating (R-N. Y.) has been charting the course for GOP members on the use of television, filming a series of weekly talks for use on WHAM. Other members—those in key districts where representatives are not too abundant in the 82d Congress — are also entertaining thoughts of filmed telecasts.

Dewey Stint Noted

Mr. Ingle said that television's role in the '50 campaign—particularly Gov. Thomas Dewey's TV marathon in New York state—had created an appreciable stir among GOP lawmakers, and also noted mushrooming set sales in all video areas.

GOP's use of TV probably will encompass use of newsreel clips, slides and other devices, as well as face-to-face talks to televiewers, Mr. Ingle said.

Will Use Tape

Tape recordings will be used heavily by such Republican personalities as Sen. Edward Martin (Pa.), Sen. Robert Taft (Ohio), Sen. Harry Cain (Wash.), Sen. Joseph McCarthy (Wis.), Sen. William F. Knowland (Calif.) and others. Last year these GOP senators each aired transcriptions on from 28 to 78 radio stations on a weekly basis, Mr. Ingle pointed out. Many of them have appeared on numerous radio-TV forum programs in recent weeks.

A paid media budget for radio-TV has not crystalized yet, but probably will be "average" for 1951 and "larger" for 1952. The GOP National Finance Committee has agreed on a $1.6 million media outlay for this year [BROADCASTING • TELECASTING, Jan. 29], a smaller figure than last year's but proportionately equal to the usual off-year election sum, Mr. Ingle added.

Meanwhile, the Senate Republican Campaign Committee, mapping a drive to recapture Senate control in '52, appointed Sen. Everett M. Dirksen (R-Ill.) chairman, Sen. Karl Mundt (R-S. D.) vice chairman and Victor A. Johnston as campaign director.

Biow Co. Names Winsor

ROY WINSOR, who has been with the Biow Co., New York, since September, has been named manager of the agency's radio and television department, succeeding the late Tom Revere, who died a fortnight ago [BROADCASTING • TELECASTING, Jan. 29].

McCLUER TO WADE

Resigns NBC Sales Post

PAUL McCLUER, a 20-year sales veteran at NBC, leaves the network's Central Division as radio sales manager March 1 to join Wade Adv., also Chicago, as assistant general manager. Mr. McCluer will take over responsibilities handled by Jeff Wade, who assumed managerial duties after the recent death of his father, Walter Wade, Jan. 16. The agency is owned entirely by Mr. Wade's grandfather, Albert G. Wade.

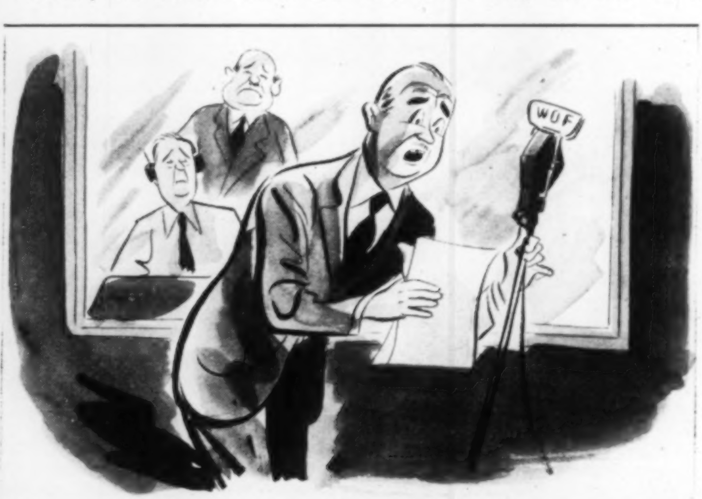
Young Mr. Wade, as active manager, will concentrate on client contact and black-and-white advertising. Mr. McCluer takes over Mr. Wade's work as radio and television director. The largest user of broadcast media at Wade is Miles Labs, Elkhart, Ind. (Alka Seltzer, One-A-Day vitamins, Tabcin). Murphy Products, Burlington, Iowa (stock feeds), uses radio.

Mr. McCluer resigned as AM network sales manager at NBC Chicago last week, post he had held since 1949 when AM and TV network sales activities were separated.

No replacement had been decided upon late last week.

Thank You Again

DIGESTS of the Feb. 5 issue of BROADCASTING • TELECASTING were carried over radio wires of AP, UP and Transradio. Available air freight facilities were utilized to transport copies of the issue to central points. Delays of several days resulted, however, in delivery of copies as a result of temporary mail embargoes caused by the rail strike.



Drawn for BROADCASTING • TELECASTING by Sid Hix

"WOF regrets to announce that because of the government order on copper hooks and eyes, the Kersnufsky Corset Co. will be unable to bring you today's chapter of Portia Faces John . . ."

NARTB JUDGMENT *In Hands of Membership*

By J. FRANK BEATTY

FATE of NAB's plan to set up the board-approved National Assn. of Radio & Television Broadcasters will be put up to the NAB membership this week.

Some 1,300 aural broadcasters and 44 telecasters will decide if the association is to be entirely rebuilt into a two-way trade group in which TV will have relatively complete autonomy.

While the balloting will be done by a preponderant aural majority, the NAB board has set the pace for admission of TV by accepting just about all the demands made by telecasters at the Jan. 19 meeting in Chicago [BROADCASTING • TELECASTING, Jan. 22, Feb. 5].

Changes Underway

The complicated job of putting the board's recent directives into shape and at the same time launching the autonomous TV organization was moving forward at the weekend. At the same time Broadcast Advertising Bureau was working on plans for a greatly expanded operation under direction of its new president William B. Ryan, ex-NAB general manager who is temporarily aiding NAB in its reorganization.

The way the situation lined up at the weekend was like this:

- TV board called to Feb. 19 meeting to draw up dues structure.
- NARTB presidential selection committee called to meeting week of Feb. 26.
- More than score of names considered for NARTB presidency.
- By-laws and charter amendments to be sent to NAB membership this week.
- BAB board to meet about March 1, facing decisions on membership drive and staff expansion.

Interest ran high in broadcasting circles on the selection of a president-general manager for NARTB. Some names previously mentioned were heard again. These included Paul W. Morency, WTIC Hartford; Robert D. Swezey, WDSU New Orleans; A. D. Willard Jr., WGAC Augusta, Ga.; Eugene S. Thomas, WOR New York; Edgar Kobak, WTWA Thomson, Ga. Several NAB staff directors have been mentioned, along with three or four persons outside the broadcasting industry, but attention at the moment appears to be focused on operating broadcasters with industry stature.

Letter suggesting the week of Feb. 26 for a meeting of the eight-man presidential committee was sent last week by Ben Strouse, WWDC Washington, committee secretary. The committee is empowered to negotiate contractually for a president-general manager and a revised salary for Judge Justin Miller, elected chairman of the board. A suggested $75,000 ceiling was placed on the combined salaries for the two jobs. The committee cannot negotiate for a president-general manager, of course, until the by-laws receive membership approval.

The eight-man committee must select an operating head of NARTB acceptable to both radio and TV members. At the same time the television board, at its Feb. 19 meeting, can be expected to discuss names for the job of directing the autonomous TV operation. NARTB's president-general manager is to execute policies of the separate TV board and the radio board, as well as the overall 40-man combined board.

Must Please Three

Selection of the president-general manager runs into the need of finding a man who can please all three boards, once he has taken office. The NAB board at its Florida meeting a fortnight ago concentrated on the need for industry unity, with aural and video stations fighting together for their common protection.

A number of problems remain undecided at the weekend. First, only two networks (NBC and DuMont) signed the Chicago pledge to support the unified association, provided the dues structure is acceptable to them. CBS and ABC reviewed the board's action and scanned the new by-laws last week but at press time had not announced if they would go along with NARTB. Neither CBS nor ABC is a member of NAB.

NAB headquarters is expected to have ballots in the mail by Feb. 15. These will permit members to vote on revision of the by-laws and changes in the corporation's charter. Results should be tabulated and announced by March 5. Accompanying the two sets of ballots will be an explanatory letter by President Justin Miller and detailed matter covering specific changes to be made.

TV activity was intense last week. Mr. Thomas, as chairman of the TV board selected at Chicago, sent out the call for the Feb. 19 meeting, to be held in the board room of the New York Advertising Club. Board members will decide first of all on the rate structure. Dr. Kenneth H. Baker, NAB research director, has submitted basic rate data to the board.

JOHN SMITH often meets another John Smith. That's also true if your name is Brown, O'Brien or Green. But suppose your name is DeMoss? Yet when Lyle DeMoss, right, assistant general manager of WOW-AM-TV Omaha, went to Cedar Rapids, Iowa, to emcee a Barber Shop Quartette parade he met Lyle DeMoss, left, a local grocer.

At the Florida board meeting the TV directors were divided about 50-50 on rate card and income formulas for the dues structure. Some attention was given to rates based on size of market. In any case, the TV board must figure out how to raise $150,000 for operating expenses during the fis-

(Continued on page 84)

COY DENIES RUMORS Of New Post Offer

THE WHITE HOUSE and FCC Chairman Wayne Coy last week threw cold water on speculation—which was becoming rampant in Washington—that Mr. Coy will shortly assume another post.

A spokesman said Friday the White House had no information that the FCC chairman "intends to resign or anything like that," and that it knew of no reason for him to do so.

The spokesman pointed out that no defense communications post—which was mentioned most frequently in speculation as the job for which Mr. Coy was slated—has been created. If one is set up, he continued, Mr. Coy could handle it along with FCC duties, just as James Lawrence Fly headed both FCC and the Board of War Communications during World War II.

Reached Thursday night at Tucson, where he is visiting his mother during a belated vacation trip, Mr. Coy told BROADCASTING • TELECASTING that he had no information to support the rapidly circulating stories that a new job is in store for him.

So far as he knew, he said, such reports were made "of whole cloth." If anybody plans to offer him a new position, he added, "they have not taken me into their confidence."

The reports — which could be heard on an unconfirmed basis on Capitol Hill, in FCC corridors, and in broadcasting circles generally—for the most part fell into two categories:

1. Mr. Coy would resign to take a new defense position, probably involving communications. Or,
2. Mr. Coy would get a new defense communications position in addition to the FCC chairmanship.

The latter, it was felt, referred to recurrent speculation that a Defense Communications Board, or its present-day equivalent, may soon be set up. In the 1940's the DCB and its wartime successor, Board of War Communications, was headed automatically by the chairman of the FCC.

Reports that he would resign to take a new position appeared to be linked to the proposal, currently under study, that a permanent high-level communications policy board be established within the government.

Board Considered

The advisability of creating an overall board of this nature has been under consideration for several months by the President's Temporary Communications Policy Board, which plans to submit its report and recommendations to the White House this week after final sessions slated for last night (Sunday), today and Tuesday. The temporary board is headed by Dr. Irvin Stewart, former FCC Commissioner who now is president of the U. of West Virginia.

The fast-spreading reports of a new post for Chairman Coy also encompassed speculation about his possible successor.

Of the present Democratic members of the Commission, Comr. Frieda Hennock was mentioned frequently as a likely candidate.

She, Chairman Coy, and Acting Chairman Paul A. Walker form the Democratic contingent. It was felt that Comr. Walker, now 70, would not wish to undertake the chairmanship on a fulltime basis—a rigorous job at best. Chairman Coy's present vacation was itself ordered by doctors, as a result of fatigue.

Of the remaining Commissioners, E. M. Webster is a political Independent and the others—Rosel H. Hyde, Robert F. Jones, and George E. Sterling—are Republicans. If President Truman should decide to go outside the Democratic ranks to fill a vacancy in the chairmanship, observers generally placed Comr. Hyde high on the list of prospects.

Names from outside FCC which figured in the speculation included those of several Senators defeated in re-election bids last fall, including Francis J. Myers of Pennsylvania, Claude Pepper of Florida, and Frank Graham of North Carolina, all Democrats.

Chairman Coy commenced his vacation Jan. 24 and plans to return to Washington in early March. His term expires June 30. He has said he will not seek reappointment, and in confirmation hearings following his nomination in December 1947 he committed himself to serve out the term—a commitment which, it is felt, would not be held against him if he should be offered another government post before the term is completed.

WAGE 'THAW'

Controls Eased, Excises Explained

THE WAGE-PRICE line began buckling a bit last week but broadcasters could detect in the orders few startling changes affecting their industry's status.

A few general developments, however, did cut across the broadcasting business. Chief among these was the Wage Stabilization Board's order permitting wage increases within the pattern of the employer's commitments.

This modification of the freeze permits pay increases on the basis of merit or length of service, promotion from one job to another, "differential" or "premium" transferral in jobs. Officials said this change was designed to allow normal day-to-day wage adjustments but was not an open door for general salary raises.

Still to come, it was understood, was an overall wage formula. The current order was merely an interim measure.

Justice Dept. Enforcement

Enforcement provisions of the Defense Production Act, which governs the stabilization agencies, gave the price-wage boat a rocky ride with the Justice Dept. publicly setting itself up as the enforcement agency and the Office of Economic Stabilization attempting to iron out when the line of demarcation should be crossed and it could step in. Justice was given specific authority to conduct all litigation under the act, but elsewhere the law states that controls enforcement could not be "delegated" to any other government agency.

Meanwhile, the Office of Price Stabilization issued a second set of questions and answers designed to explain the various sections of its price regulation.

Of interest to the radio and television set manufacturer, particularly in view of the administration's request to boost excises (see story page 27), was the following excerpt:

A number of taxes collected by the seller are taxes actually imposed at a manufacturing level. For example, on a television set, the manufacturer quotes his price plus tax; the wholesaler adds to this his markups plus his tax, and so on, until all of the taxes imposed at each stage are actually paid by the purchaser of the set. Does the order affect this procedure?

A. If the price charged by a seller during the base period included the taxes imposed at prior stages of manufacture or distribution, that price is the established ceiling price. Thus he continues to pass on the taxes indirectly since they are already reflected in his ceiling. The only additions to the ceiling price permitted by section 20. are:

(a) The amount of any excise, sale, or similar tax paid directly by the seller and then only if during the base period such person stated and collected such taxes separately from his selling price; and

(b) If an excise tax is imposed on the seller by a law effective hereafter, it may be collected by him from the purchaser (if not prohibited by the tax law). The amount of the tax must be stated separately.

Another question asked whether raw film purchased by motion picture processors to produce finish film is covered by the regulation. The OPS answered it was, since this commodity is not specifically exempt from the freeze.

On another front, the WSB stood pat on its position that any employer-employe contract, negotiated after the Jan. 25 deadline set by the board [BROADCASTING • TELECASTING, Feb. 5], would be subject to approval of the board until "further policy is set."

Thus, an AFM-network negotiated contract would definitely have to be submitted to the board for approval before becoming effective. Although the board "urges completion" of such contracts, an official explained, it "maintains the power to examine any contract date."

Question of how much "control" the wage board has on the salaries and fees charged by performers or entertainers on radio or television was answered that "probably they are exempt." Whether they are to be eventually put under the general classification of "professional" and thus be automatically exempt was to be "clarified," the official said.

Further Definition

It was expected that the board would issue further regulations defining rates for "professional services." This category conceivably could include some of the services performed by advertising agencies for advertisers. But it was understood that regular agency charges—commissions and fees—were frozen. Radio-TV advertising rates are not controlled.

The OPS anounced Wednesday that industry advisory committees would be set up to work with Price Stabilization Director Michael V. DiSalle. Operation of this OPS function is headed up by Mrs. Ethel B. Gilbert, whose official title is director of the Office of Industry Advisory Committees. Mrs. Gilbert, who had served with the Office of Price Administration during the last war, is a former sales representative for NBC.

Mrs. Gilbert said formation of a "Radio-TV Set Pricing Advisory Committee" would depend on how soon the pricing of sets would become directly affected by possible changes in stabilization regulations. She doubted whether any organizing plans would be made in the near future, unless her office was requested to do so. Because of the exemption under the law, the radio field would not be included.

In asking city heads to set up a "volunteer emergency stabilization cooperation committee" to aid OPS regional and district officials in getting compliance with regulations, Director DiSalle suggested its composition be made up of community leaders. He recommended the selection of leaders, "representing principal publications, radio and television stations, advertising clubs, civic, labor, educational, veterans, industry, employers, retail and other organizations."

Plans for these committees were made by Director DiSalle during a Sunday NBC-TV television appearance with Cyrus S. Ching, chairman of WSB, on the *Battle Report, Washington* program. On the same day, G. Griffith Johnson of ESA and Clark Kerr of WSB took part in a CBS-TV show, *The Facts We Face*.

AFM CONTRACTS

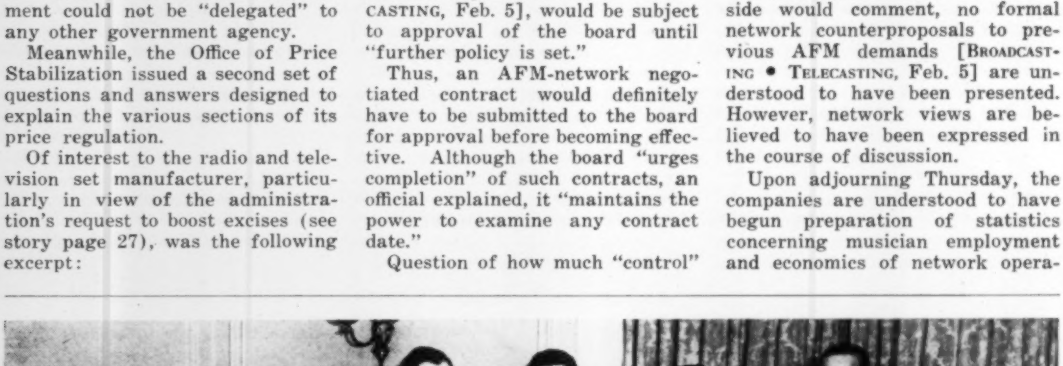
N. Y. Network, Union Renew Talks

NETWORK-AFM contract negotiations in New York were still in a stage of preliminary discussions at week's end, following three days of meetings between AFM representatives headed by James C. Petrillo, federation president, and high-level network officials. Although neither side would comment, no formal network counterproposals to previous AFM demands [BROADCASTING • TELECASTING, Feb. 5] are understood to have been presented. However, network views are believed to have been expressed in the course of discussion.

Upon adjourning Thursday, the companies are understood to have begun preparation of statistics concerning musician employment and economics of network operation for presentation at the next meeting, scheduled today (Monday). It is believed the companies will point to an increase each year for the past three years in total music cost, presumably by way of replying to AFM demands that recordings be banned from the air between 8 a.m. and midnight to ease musician unemployment. Discussion of profits presumably will be directed toward effects of the cost of AFM proposals upon existing network profit structures.

Flanking Mr. Petrillo at the meetings were Samuel Suber and Charles R. Iucci, president and secretary, respectively, of New York Local 802, and John Tegron and Philip Fisher, president and vice president, respectively, of Los Angeles Local 47, together with other members of the negotiating committees of both locals. Mr. Petrillo, who is president of the Chicago local as well as the federation, presumably will represent it when negotiations touch upon that locality.

Heading network representatives at the meetings were Mark Woods, ABC vice chairman of the board; Victor Norton, NBC vice president; Lawrence W. Lowman and H. Leslie Atlass, CBS vice presidents, and Julius F. Seebach Jr., vice president of WOR New York. Attendance varied with the subject matter discussed.



DISCUSSING radio business at the National Assn. of Radio Station Representatives' Spot Radio Clinic Committee luncheon Jan. 30 at New York's Biltmore Hotel are (l to r): standing, William Wright, The Katz Agency Inc.; Don Frost, Weed & Co.; Robert Sommerville, Free & Peters Inc.; Russell Walker, John E. Pearson Co.; Arthur McCoy and John Tormey, Avery-Knodel Inc.; Louis Moore, Robert Meeker Assoc. Inc.; sitting, Fred Hague, George P. Hollingbery Co.; Robert Eastman, John Blair & Co.; Guest George C. Castleman, director of advertising, Bermingham, Castleman & Pierce Inc.; Thomas Campbell, The Branham Co., and Guest Douglas Ballin, assistant advertising director, Whitehall Pharmacal Co. The clinic is a monthly NARSR project.

FCC STREAMLINING

Senate Passes Bill

By DAVE BERLYN

THE SENATE provided a new spark to the McFarland Bill (S 658) last Monday by accepting minor amendments and unanimously passing the measure on call of the consent calendar.

This marked upper chamber approval for the third time in the bill's legislative history. The measure, proposing a streamlining of FCC's procedural functions, had been held up for a week by Senators who wished another look at it [BROADCASTING • TELECASTING, Feb. 5].

Following passage, the Senate sent the bill to the House where it was referred to the Interstate & Foreign Commerce Committee which is using a novel approach to all legislation, including radio-communications bills.

The House committee, which in prior consideration of the bill in the 81st Congress twice placed the McFarland measure on the shelf, plans to call the FCC head—Chairman Wayne Coy, if he is available, or Acting Chairman Paul A. Walker—to testify on legislation affecting the Commission that is deemed necessary for prompt consideration.

It was indicated last week that this closed meeting, as yet unscheduled, may embrace controversial broadcast issues, other than the McFarland Bill, such as Rep. James I. Dolliver's request for committee inquiry of color television. The Iowa Republican has asked Chairman Robert Crosser (D-Ohio) to call a full-dress investigation of the issue [BROADCASTING • TELECASTING, Jan. 8].

Four Amendments

In its consideration of the McFarland Bill, the Senate accepted four minor amendments to the measure offered by Sen. Francis Case (R-S. D.), who with Sen. Robert A. Taft (R-Ohio), had asked additional time to study its "far-reaching" effect.

Sen. Case had called to the attention of the Senate two particular sections of the bill dealing with treaty making and with "emergency" authority of the FCC.

Taking the floor of the Senate after approval of his amendments, the South Dakotan declared "this bill will greatly improve the federal communications laws." Sen. Case said he had been impressed by Senate Majority Leader Ernest W. McFarland's (D-Ariz.) efforts in authoring the bill, and the Senate Interstate & Foreign Commerce Committee, "to dissipate some of the activity, or lack of activity, in the area in which the Commission has jurisdiction or responsibility."

Policy Switch Hit

Sen. Case struck at what he called the shift of the FCC from examining the general content of individual stations' programming to specific programs to which the Commission objects (see editorial, page 46).

Potent part of the Case speech follows:

Over a period of years, the Commission has moved from looking over a radio station's overall program content to specific programs to which it objects. It has been unwilling to cancel the license, or to fail to renew the license for a station, for example, that is engaging in give-away programs and broadcasting horse-race information, but it has proceeded to make rulings as to whether such programs are in the public interest, and, at the same time, it renews the station license.

Hence a body of law seems to have been growing up with reference to specific programs, rather than the over-all program content of a given station. If this practice should continue over a period of years, the Commission will have specifically approved or disapproved various specific types of programs, notwithstanding the provision of the Act, that "No regulation or condition shall be promulgated or fixed by the Commission which shall interfere with the right of free speech by means of radio communication."

As a matter of fact, of course, the Commission does not make rules and regulations with reference to the specific programs to which they object, but they make decisions containing such criticisms as *obiter dicta* in an opinion renewing the license of a station.

The courts, in interpreting other sections of the Act, have followed the line that opinions have the same effect as statutes. By reasoning, then, the decisions with reference to specific programs might be argued to have the same force and effect, by indirection, as if they had been enacted by statute. That would make such decisions a contravention of Sec. 326.

From my reading of the bill and the

(Continued on page 80)

PRESENTING a reporter with the 200th $500 Pall Mall Award, for outstanding service in the field of journalism, is Alan Garratt, advertising manager of Pall Mall. Recipient is Mrs. Dorothy Porter Pope whose exploits were dramatized on *The Big Story*. Dramatization was used on both radio and television version of NBC show sponsored by Pall Mall.

RAW MATERIALS

NPA Antenna Ban Scrapped

By JOHN OSBON

ORIGINAL plan to prohibit use of aluminum in the manufacture of indoor and outdoor TV antennas and aerials, blueprinted last December, has been temporarily scrapped by the National Production Authority.

These products were conspicuous by their absence in the newly amended aluminum conservation orders issued by NPA Feb. 3, thus signifying their status as "more essential items."

Originally the government had placed television aerials and antennas on a tentative limitation list while earmarking flat prohibitions in use of copper, aluminum and steel [BROADCASTING • TELECASTING, Dec. 25, 1950]. Subsequently NPA developed limitation use orders governing cobalt, nickel and tungsten, used in permanent magnet loudspeakers, cathode ray tubes, focus coils and other items. The new aluminum order forbids, however, use of the metal in home-type radio cases.

The government served notice however, that it plans to divert steel and scarce ferro-alloys into defense and highly essential civilian production. A ban on steel, used in broadcast towers, probably would have little tangible effect on the industry in view of defense orders, it was felt.

Use of nickel in civilian radio antennas (in connection with stainless steel), and as plating and decorative ingredients already has has been banned by NPA.

Removal of aluminum-consuming aerials and antennas from the conservation category—and not nickel—was generally attributed by NPA authorities partly to the fact that the government has more realistic hope of building up aluminum resources than of increasing the supply of the latter material.

Another factor lies in the government's desire to aid electronics, communications and other industries wherever possible by allocating raw materials for maintenance and channeling other metals to military-supporting projects.

Complete Control

Notwithstanding these hopeful signs, the civilian radio-TV manufacturing economy is still heading in the general direction of complete government allocations control, with the possibility that by July 1 industry will be told just how much it can produce for civilian use [BROADCASTING • TELECASTING, Feb. 5].

NPA is now soliciting preliminary requirements from defense agencies and other claimants to be used as a basis for developing a Controlled Materials Plan similar to the one in operation during World War II. This is the final step in allocations—the one government must pursue when all other measures are inadequate to meet mobilization needs, officials explained.

With respect to aluminum, the House Judiciary Monopoly subcommittee has been holding hearings to investigate the present and proposed expansion of facilities in the aluminum industry, which already has expanded about 60% in terms of establishing new plants. But this, too, involves problems, Dr. James Boyd, Defense Minerals Administration, told the subcommittee headed by Rep. Emanuel Celler (D-N. Y.).

The expansion program is heavily burdening industry to provide steel, copper and equipment to build these aluminum plants. The shortage will continue through this year and during 1952, he said.

Charge that small business firms face extinction because of lack of raw materials also was voiced on Capitol Hill last Monday. The Senate Small Business Committee, in a report sharply critical of NPA, claimed that the government has failed to assure them an adequate supply of materials and curtailed them so stringently that only large companies with defense contracts can get them.

No specific mention was made of orders involving electronics and communications equipment contracts, but the committee report was sweeping in its conclusions.

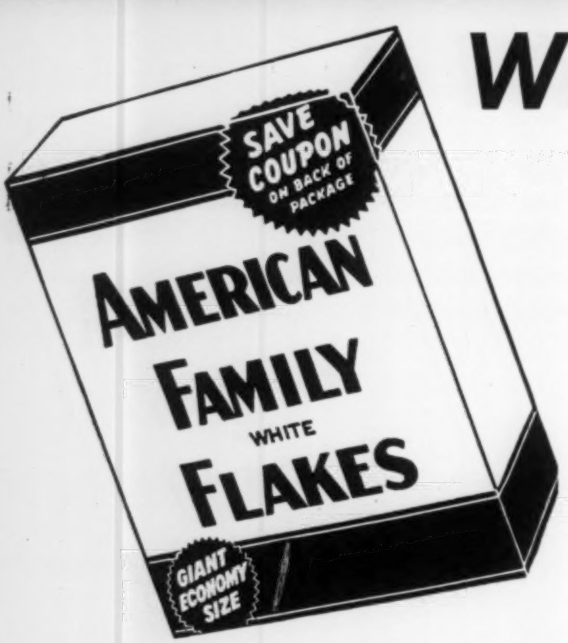
On the other hand, electronics manufacturers in conferences with Munitions Board and other officials have, through the Joint Electronics Equipment Industry Advisory Committee, complained that the government has leaned over backward to aid smaller firms in obtaining defense contracts.

PRIORITY SYSTEM

Seen For Raw Materials

SYSTEM of priorities for allocation of vital raw materials to defense production, indicated earlier by the National Production Authority (see adjoining story), will be necessary "by the middle of the year," Charles Wilson, the nation's defense mobilizer, said last week.

Mr. Wilson expressed that conviction before the Senate Banking Committee and its chairman, Sen. Burnet Maybank (D-S. C.), holding closed sessions. The defense mobilizer also promised that the government would (1) work out a program to assure skilled workers for strategic industries (presumably electronics, communications, etc.) and (2) set up an information clearing house for defense information.



Winning the Soap Battle

A Regional Product Uses Family Newscasts To Buck National Competition

A REGIONAL product can hold its own with national brands—even in the highly competitive soap field—if its advertising structure is built around a central pillar of radio newscasts, American Family Flakes has found.

H. W. Kastor & Sons, Chicago, for 23 years American Family's agency, reports that John Harrington's *American Family Reporter* on WBBM Chicago has kept American Family Flakes ahead of the field in the Greater Chicago soap derby during most of the period when no-rinse detergents have been on the march.

Since 1943, Mr. Harrington has been regarded by both Kastor and Procter & Gamble, owner of the 111-year-old soap brand, as American Family's "major medium." Marvin Harms, vice president and general manager of the agency, describes Mr. Harrington as a potent force behind American Family Flakes' popularity in its five-state distribution area surrounding Chicago, at a time when detergents have outsold soaps in every other region of the United States.

Indeed, one no-rinse product which had left all soap competition far behind, in other areas, only recently nosed ahead of American Family Flakes by a narrow margin in Chicagoland. Agency officials and advertisers ask why American Family was not "snowed under" like so many other soap products. The answer is: It had "Big John" Harrington.

Kastor decided eight years ago that news would hold up better than any other kind of programming.

"But we wanted to build the news report in such a way that it would appeal to women," explains Jim West, radio director of the agency. "Women are the buyers of soap."

"Above all, we wanted to develop our own American Family radio personality. Mr. Harrington was our answer, and our product has shown substantial gains each year since the *American Family Reporter* took the air. We have taken pains to present news specially written with a human interest approach."

To make sure that American Family's news reports are homespun, two-thirds of them involve local affairs—like protests against low pay for firemen and policemen, poor street lighting, paving, housing—items about dogs, cats, children, and such, which make good over-the-back fence conversation. Not all of this material comes from Chicago news bureaus. A large part originates in towns outside Chicago where it is collected by reporters for Community News Service, of which WBBM is a client.

George Faber Writes Daily Copy

A "small-town" re-write man turns out Mr. Harrington's daily reports, which are aired from 8 to 8:15 a.m. He is George Faber of Sheboygan, Wis., who went to WBBM and an exclusive assignment on *American Family Reporter* direct from his hometown paper. Mr. Faber goes to work at 2 a.m. each morning, remaining on the job until after the program leaves the air. When he first reported for work on the Harrington show, Frank Barton, WBBM assistant news director who supervises the program, told him: "Forget about Chicago and its millions. Just imagine you are back in Wisconsin writing for Sheboygan's housewives."

Announcer on the program is Ed (Snap) Roberts, who got his nickname from the unique commercial he uses each morning in presenting Mr. Harrington. Snapping his fingers after each mention of "snap," Mr. Roberts says, with rhythmn:

> "It's a snap—snap—snap—
> Washing dishes, washing clothes
> With American Family, goodness knows
> It's a snap—snap—snap—
> Yes ma'm, a snap—."

Recently when Ed Roberts gave a speech at a Chicago high school, the student body greeted him as he walked into the auditorium by snapping their fingers.

Mr. HARRINGTON

* * *

Central character in the American Family Flakes story is a 6-foot-3, 245-pound former deputy constable of St. Louis County. John Harrington, now 42, was only 19, with a year of football and basketball at the U. of Arkansas behind him, when he was deputized as a county highway patrolman. Later the same year, "Big John" joined KWK St. Louis, and began his long and successful radio career.

John Harrington isn't choosy about where he delivers an American Family commercial. Often, during the football season, he is absent from his *American Family Reporter* spot for two days at a time. But neither Procter & Gamble nor its agency mind, because they know "Big John" is forever talking up the brand that has been "a

(Continued on page 68)

* * *

American Family's Team at Kastor & Sons . . .

Mr. GILLIS

Mr. HARMS

Mr. WEST

NARBA RATIFICATION TIFF

In Offing on Capitol Hill

A BITTER ratification battle was shaping up last week after President Truman sent the new NARBA treaty to the Senate with a request urging "favorable consideration."

The treaty, strenuously opposed by the Clear Channel Broadcasting Service, was drawn up and signed by representatives of five North American nations last November after a series of protracted negotiations dating to September 1949.

Submitted to the Senate Monday, the agreement was referred to the Foreign Relations Committee, headed by Sen. Tom Connally (D-Tex.). Hearings were deemed a certainty, but no date has been set, and, in view of the committee's workload, it was considered likely they may not be held for several weeks.

Need Two-Thirds Vote

Ratification requires approval by two-thirds of the Senate, and both sides are marshalling forces for a showdown fight.

The National Grange and other farm organizations have aligned with CCBS in opposing the treaty on grounds that it makes "extensive and unnecessary concessions to other North American countries, principally Cuba," that will damage rural reception of U. S. 1-A clear channel stations.

On the other side, supporting FCC and the State Dept. in their approval of the agreement, is a movement being led by E. B. Craney of the Pacific Northwest "XL" stations, a long-time leader in the fight to break down clear channels.

Key Senate figures — notably Chairman Ed C. Johnson (D-Col.) of the Senate Interstate and Foreign Commerce Committee, and Majority Leader E. W. McFarland (D-Ariz.), who also heads the commerce group's radio subcommittee —may also enter the battle.

Sen. Johnson, who a few years ago sponsored a bill to break down clear channels and forbid the use of power above 50 kw, said he wanted to reserve the right to comment on the treaty at a later date, though he had no comment at this time.

The FCC-State Dept. viewpoint was presented in a memorandum from Secretary of State Dean Acheson to President Truman. The memorandum and an analysis of the treaty also were sent to the Senate.

Secretary Acheson conceded that the new NARBA "admittedly does not represent an ideal arrangement from the viewpoint of any one of the countries alone."

Meeting "basic needs" of other countries, he said, in some cases meant inclusion of terms which from the U. S. standpoint are less favorable than those contained in the NARBA which expired March 29, 1949. The other signatory nations, he said, "fare at least as well as they did under the previous agreement, and in many important respects their situation is substantially improved."

Secretary Acheson said "the latter is particularly true in the case of Cuba and also, to some extent, in the cases of Canada, Jamaica, and the Dominican Republic." But, he said:

> **The agreement as finally signed represents the best arrangement that could be negotiated, taking into account the existing situation and the diverse interests which had to be accommodated.**
>
> **Moreover, it clearly would provide a significant improvement for the U.S. over the increasingly chaotic situation which has existed for more than a year and a half since the expiration of the interim agreement of 1946 and which can reasonably be expected to continue, probably becoming worse, in the absence of a new agreement.**
>
> **Relatively few stations in the U.S. are likely to be affected adversely by the terms of the new NARBA. On the other hand, the agreement would make it possible to maintain, in practical effect, the same general level of broadcasting service enjoyed by the people of the U.S. Also, it would be possible within the framework of the new agreement to effect needed improvement in such service. It is believed that the new agreement would facilitate rather than hinder efforts to accomplish such improvements.**

The memorandum asserted that, since expiration of the last NARBA, Cuba has put stations on approximately 14 U. S. 1-A clear channels, but that in the new NARBA she agrees to give up use of eight of these channels and also to provide "a high degree of protection" to U. S. 1-A's.

As a result, the memorandum continued, "there would, as a practical matter, be a significant improvement in service to [U. S.] rural areas from Class 1-A stations," whereas the absence of an agreement would mean that "interference to such rural service from stations in other countries would in all probability become even worse than at present.

"The improvement in rural service that would result from the new NARBA is of utmost importance because of the great dependence in rural areas upon 1-A channels for broadcasting service," the memorandum asserted.

CCBS Cites Damage

CCBS officials, however, contended the agreement would result in damage rather than improvement of rural service.

They called it a "sell-out treaty," and expressed confidence that if the Senate reviews the facts it will refuse ratification.

They pointed out that neither Mexico nor Haiti signed the agreement and contended that Mexico in particular may be expected to demand far-reaching concessions from the U. S. in addition to those contained in the NARBA.

"A treaty that gives theoretical protection means nothing," CCBS representatives said, asserting belief that a "practical treaty" can be evolved.

In support of ratification, Mr. Craney circulated letters to non-clear channel broadcasters urging that they contact their Senators in behalf of the agreement.

"Actually," he wrote, "it is a good treaty for the people of the U. S. and for the great majority of U. S. broadcast stations."

He also noted that the agreement "paves the way for a decision in the clear channel proceeding," and that "FCC will thus have freedom of action to make such use of the clear channels as may be determined as a result of that proceeding."

(Secretary Acheson's memorandum also pointed out that the treaty allows FCC "flexibility" in settling the long-pending clear-channel case.)

Mr. Craney's letter said "it can be expected every effort will be made to pigeon-hole the treaty" in the Foreign Relations Committee, and continued:

> **All the way through negotiations, the Clear Channel boys were satisfied as long as the Cubans stayed on regional and local frequencies. The interference to be caused U.S. stations in the South Central and Eastern States made no difference to them.**
>
> **When the Cubans saw what was actually happening on U.S. 1-A channels—that these stations, even with protected coverage areas, had listeners only in counties close-in to their transmitters and not beyond the 750-mile contour from their transmitters (BMB figures) — they immediately decided to negotiate for channels that would not cause interference to any established U.S. listening audience.**

The U. S. delegation to the NARBA conference was headed by

(Continued on page 67)

EMERGENCY PLAN

FCC Completes First Phase

FCC last week completed and sent to the Dept. of Defense and the Federal Civil Defense Administration the first phase of a two-pronged plan detailing the role of radio-TV stations in the event of critical national emergency.

FCC hopes to call a meeting of broadcasters and discuss the far-reaching proposal with them after it has obtained the approval of the Air Defense Command, to which it sent copies last week.

The move was made as state civil defense directors prepared to converge on Washington for a closed briefing session today (Monday) on communications and other facets of civil defense.

The Commission and Air Command have been studying an agreement whereby broadcasting stations would be permitted to remain on the air in the event of imminent or actual air attack and yet not lend themselves as "homing" devices for hostile aircraft [BROADCASTING • TELECASTING, Jan. 15].

While the contents of the document were "highly classified" for reasons of national security, it was learned that FCC has evolved a proposal involving broadcasters' role in the nation's alerting system—the first phase—and expects to have ready this week another detailing the operational procedure stations may expect to follow.

FCC has requested comments from the Defense (formerly Continental) Air Command, and from the civil defense agency preparatory to calling in broadcasters for a briefing session. Similar discussions have been held previously, largely with station engineering personnel [BROADCASTING • TELECASTING, Jan. 15].

Plan Awaited

Civil defense communications authorities have been anxiously awaiting receipt of such a plan which would enable it to apprise state civil defense directors of communications' role on the regional and community levels.

Another reason is that FCC's recommendations and Air Command clearance will pave the way for formulation of specific suggestions by the Civil Defense Administration to be incorporated in a technical or communications manual for directors' guidance at the state and civil levels. Pressure from these groups for precise information has been heavy, it was learned.

The manual, one of a series now being prepared and distributed by the federal agency, may be issued late this month if developments proceed according to schedule. It is an implementation of the President's master plan for national civil defense, designating communications as the "nerve system" and radio-TV stations as national "sentinels" [BROADCASTING • TELECASTING, Sept. 25, 1950].

The state directors will meet with CD authorities in a closed session today, with Jerry Wadsworth, acting deputy, presiding over roundtable discussions. Gov. Millard F. Caldwell Jr., FCDA administrator, currently is in England to air mutual defense problems with British officials.

Listed on the agenda, aside from broadcast phases which will be broached by Robert Burton, CD communications director, are such

(Continued on page 83)

SUPPLY FORMULA

Electronic Makers Suggest

FORMULA for acquisition of critical raw materials by electronics makers was worked out last week by the Assn. of Electronic Parts and Equipment Mfrs. and the Sales Managers Club eastern group in Washington. Kenneth G. Prince, acting for both, said at Chicago headquarters Thursday that the formula was in the shape of a resolution submitted to the Electronics Products Div. of the National Production Authority, and concerns makers of maintenance, repair and operating parts which keep electronic equipment "in good operating order."

The resolution was passed at a meeting of committees from the two associations after informal discussions with John G. Daley, director of the Electronic Products Div. of NPA; Donald H. Parris, deputy director, and Lester Doidge of the Office of Civilian Requirements.

Nine-Point Resolution

The nine-point resolution, based on the six-month period ended June 30, 1950, recommends that distributors who buy maintenance, repair and operating supplies from manufacturers be restricted to a 180-day inventory; that distributors sell these supplies only to customers who certify in writing that material will be used for repair and replacement; that the parts will not increase the inventories above the restrictions, and that a manufacturers' priority rating be established for the purchase orders.

In Washington Mr. Daley said he felt there is a definite need for "MRO" priorities and that NPA is now developing orders for issuance soon. Additionally, the Electronics Products Div. is encouraging other NPA divisions to expedite plans which would guarantee accredited civilian users with adequate materials.

Mr. Daley said he had suggested that the formula be submitted to the proper authorities vested with the responsibility of preparing such orders.

In approving the resolution, the manufaceurers (estimated at over 200) cited the need for maintaining present equipment in good working order and repair as part of the national defense program and the public interest.

The manufacturers and sales units noted that some governmental regulations already have recognized the importance of maintenance by permitting "a greater use of critical raw materials." But, they added, no such regulations have been issued by which manufacturers of MRO supplies ca acquire these materials. Such o ders could maintain millions o dollars worth of equipment, it wa explained.

Such a program, the resolution continued, is essential because i involves the armed forces, government monitoring agencies, state and local governments, laboratories, schools, fire-police-health, welfare agencies, common carriers, public utilities, radio and TV stations, radio amateurs, civilian defense agencies and manufacturers.

The formula covers equipment which requires the use of electron tubes and is limited to "maintenance, repair and operating supplies" related to the base period ended last June 30. Distributors, limited to a 180-day inventory based on that period, would sell supplies only to customers who have written certifications, and in turn could purchase supplies with similar authority.

Manufacturers of MRO supplies would assign a priority rating on all purchase orders for the acquisition of raw materials, parts or components they need, provided they did not acquire over a six-month period more than 150% of amount used during the base.

The resolution was submitted by Arie Liberman and A. Shanes, Talk-A-Phone Co.; Herb W. Clough, Belden Mfg. Co.; S. N. Shure, Shure Bros.; A. Delighter, Standard Transformer Corp.; Roy S. Laird, Ohmite Mfg. Co.; Sam Baraf, United Transformer Co.; S. J. Spector, Insuline Corp. of America; Jerry Kirshbaum, Precision Apparatus Co., and John Hauser, Sylvania Electric Products Co.

NEW SPAC PARLEY

NBC Plans Agenda For Feb. 14-15

NBC's newly-elected Stations Planning and Advisory Committee will hold its first meeting this week in New York.

Although NBC executives were mum about the subjects to be discussed at the meeting, it was considered probable that among them would be summer programming, promotional and advertising efforts and, certainly, sales.

The question of network sales in radio, it was believed, was sure to provoke at least some discussion of NBC's proposal to reduce evening radio rates in television markets. That proposal was abandoned early this year after affiliates expressed overwhelming opposition to it.

The network, however, was understood at the time to have clung to its belief that rate reductions should eventually come about. The question, it was thought, was bound to come up at the SPAC meeting this week. Few major network radio sales have been consummated since NBC let the rate-cut proposal drop.

The meeting will be held Feb. 14 and 15. Expected to attend are:

Robert Thompson, general manager, WBEN Buffalo, N. Y.; B. T. Whitmire, general manager, WFBC Greenville, S. C.; Milton L. Greenebaum, president and general manager, WSAM Saginaw, Mich.; Howard E. Pill, president, WSFA Montgomery, Ala.; Ralph Evans, executive vice president, Central Broadcasting Co., representing WHO Des Moines and WOC Davenport, Iowa; Jack Harris, general manager, KPRC Houston, Tex.; S. S. Fox, president, KDYL Salt Lake City, and Richard O. Dunning, president and general manager of KHQ Spokane, Wash.

Also Martin Campbell, general manager, WFAA-TV Dallas, representing the non-interconnected television network. The interconnected television network is represented by E. R. Vadeboncoeur, vice president and general manager, WSYR-TV Syracuse; John T. Murphy, director of television for Crosley Broadcasting Corp., and Dean Fitzer, general manager, WDAF-TV Kansas City.

GIVEAWAY SHOWS

May Lack Prizes

THREATENED curtailment of production of appliances may cause some shortages in merchandise distributed on radio and television giveaway shows, BROADCASTING • TELECASTING learned last week.

Bill Murphy, head of V. I. P. Service, New York, which collects giveaway items from manufacturers for 10 network and 30 local programs, said that the manufacturers who had been in the practice of donating appliances were, by and large, intending to continue.

Those who have been supplying appliances to giveaways feel that it is inexpensive and effective advertising. But Mr. Murphy said it was becoming increasingly difficult to interest manufacturers who have not participated in giveaways.

The opportunity to solicit merchandise in exchange for mentions on the air from manufacturers new to the technique is dwindling, Mr. Murphy reported. Such manufacturers, fearing production cuts, wish to reserve all their production for their dealers.

BRIG. GEN. DAVID SARNOFF (standing, r), chairman of the RCA board of directors and 1951 national campaign chairman for the Red Cross, and Lloyd E. Yoder (standing, l), general manager, KNBC San Francisco, look on as Ray V. Johnson, KNBC staff newswriter, makes a blood donation in KNBC's Studio "A" Blood Bank. The bank was set up in cooperation with the Red Cross to spur blood donations for the armed forces in Korea.

'FIVE PERCENTERS'

Congress Drive Starts

A TWIN DRIVE is on in Congress to crack down on the "five percenter" (or "seven-and-one-half percenter").

In the Senate, Sen. Clyde R. Hoey (D-N. C.) has asked business to help his Expenditures subcommittee in tracking down "five percenters" why try to chisel fees on defense contracts. Sen. Hoey asked his investigators to step up their efforts in the face of renewed activity by a new crop of "influence peddlers."

A similar probe is underway by the House Armed Services Committee under Chairman Carl Vinson (D-Ga.). The Congressman reported that the number of complaints has been increasing. John J. Courtney, former special assistant to the Attorney General, was added to the committee staff to help conduct the investigation.

Meanwhile, the Dept. of Defense said it was considering the drafting of experienced U. S. Chamber of Commerce staffs throughout the country to break apart the practice of hiring by smaller business of "contact" and "influence" men.

The defense officials pointed out that retention of such agents are unnecessary. A New Jersey Chamber official suggested the use of the association's service, asserting that staffs in from 500 to 750 cities in the country could represent businesses in their areas without charging fees.

INCREASED EXCISES

Effects Considered

WORD spread like wildfire, an increase in radio and television set federal excises, totalling 25% at the manufacturing level. Last week, distributor, dealer, manufacturer and broadcaster asked the $64 question:

How will the President's request for a boost in radio-television set excises affect us?

First indications were that contemplated action in Congress to approve such a fat increase as proposed by the President would kick up a flurry of sales activity.

But, they reasoned, the buying spree would probably be followed by a slump in purchasing once retail markups made their appearance. There was speculation that trading in second-hand radio and television sets possibly would emerge, particularly in view of the prospect of a general cutback in set production as government restrictions of essential materials go into effect.

It was estimated a TV set now retailing for $300 would spiral some $25 if the new hike was applied to the manufacturer's level. Congress last fall increased the excises on television receivers 10%. Thus, the President's proposal, submitted before the House Ways & Means Committee last week by Treasury Secretary John W. Snyder, means an increase of 15% for a total 25%.

Federal excises on radio sets for the first time in the post-war period would be hiked on the manufacturer's level.

Records Also Included

The broadcaster, who would be indirectly affected by the proposed increases in set excises, also would be sensitive to the administration suggestion that Congress lift the excise tax on records from 10% to 25%. Phonographs come under a similar proposal.

The $10 billion tax program presented to Congress is the first installment of the President's overall request for additional revenue to meet a proposed budget that is estimated at $71.6 billion.

Excise tax increases were but part of the picture. Also asked was a 37½% maximum rate on long-term capital gains as compared to the present limit of 25%. Capital would have to be held for a full year instead of six months, however, to qualify as long-term.

Secretary Snyder outlined the increases in corporation and individual income taxes that the President seeks. On corporations the current 25% rate on the first $25,000 of earnings would be raised to 33%; the 77% excess profits rate to 85%; the 47% rate on "normal" earnings above $25,000 to a 55% rate.

Present tax ceiling of 62% on a corporation's combined regular earnings and excess profits would increase to 70%.

The individual income tax would rise four percentage points.

Second phase of the tax program, Secretary Snyder said, would probably take in closing of "loopholes" in the tax laws; new selective boosts in excises; possible further rises in individual income taxes, and revision of the excess profits tax law.

While the House committee listened worriedly to government officials outlining the whopping potential tax increases, the Congress wrangled over the problem of what to do about the big 1952 budget request. Not one of the legislators on the Hill seemed to be in a hurry to settle the amount of tax the citizen would have to pay in the future. They all were certain of one thing: The slower the Congressional pace, the later the tax bite.

SIGNAL BILL

NAB Files To Appear

INDUSTRY views on the Defense Dept.'s plan to give the President power to silence radio-TV signals was assured last week as NAB filed a request with the Senate Interstate & Foreign Commerce Committee to appear in hearings on the controversial legislation.

The request, signed by NAB President Justin Miller, asked the committee to notify the association when hearings are slated so that it may send a representative to testify. NAB reportedly took no position on the military plan, which the committee will explore in the form of a bill (S 537) authored by its chairman, Sen. Ed C. Johnson (D-Col.).

Authorities said Thursday that no date had been set for hearings, but indicated that a decision by Sen. Johnson was expected momentarily.

Both the Senate group and the House Armed Services Committee have indicated that they would hold full-dress hearings on the Defense Dept. proposal, which would authorize the President to control radio-TV emissions and other "electromagnetic radiations" "in time of war, national emergency, or whenever (he) deems it advisable in the interest of national security" [BROADCASTING • TELECASTING, Jan. 8, et seq.].

Industry and certain legislative quarters, including Sen. Johnson, have expressed concern that the plan is too drastic in its present form and, to some extent, repetitious in other aspects. Rep. Carl Vinson (D-Ga.), chairman of the House group and sponsor of a companion bill in the lower chamber, has evinced similar misgivings.

The Senate Commerce Committee has been soliciting comments from interested government agencies and departments this month, while the House unit has been besieged with other legislative duties. No other radio groups had filed a request to appear, according to Senate committee spokesmen.

SMITH APPOINTED

Leaves General Mills for ABC

EDWARD G. SMITH, director of radio and television production for General Mills, Minneapolis, has been appointed to the newly created position of manager of the program sales department of ABC's Central Division.

Mr. Smith was associated with General Mills for 13 years and during his tenure was responsible for the general administrative supervision of all radio and television programming for the company. He was closely associated with the commercial development of such well known General Mills-sponsored shows as *Betty Crocker*, *The Stu Erwin Show* and *the Lone Ranger*.

Prior to joining General Mills, Mr. Smith was in the production department of WGN Chicago and previously spent three years with King Trendle Inc., Detroit radio-TV producers.

THE
NATIONAL
FARM AND HOME
HOUR
EVERY SATURDAY
ON
NBC

NETWORK and agency representatives and experts on orange concentrate pause to closely examine an orange from the grove of WLAK Lakeland, Fla., just before a live pickup direct from the studios to the Allis-Chalmers Co.'s *National Farm and Home Hour* Jan. 27. Present were (l to r) Dr. L. G. McDowell, Florida Citrus Commission director of research: Tom Swann, veteran citrus grower and former FCC Chairman; Dr. M. K. Veldhuis, director, Dept. of Agriculture citrus products station, Winter Haven; Thomas S. McGinty, Washington, D. C., Bureau of Agricultural and Industrial Chemistry; Jerry Seaman, radio executive, Bert. S. Gittens Adv., Milwaukee agency for the Allis-Chalmers Co.; Paul Visser, NBC director of agriculture, Chicago, and S. O. Ward, president and manager, WLAK.

REMOTE CONTROL

FCC Authorizes KLON (FM)

KLON (FM) Long Beach, Calif., Long Beach Board of Education station, last Wednesday became the first non-commercial educational FM station of 10 w or less power to receive FCC authorization for remote control operation on a regular basis.

New provisions of Sec. 3.565 and 3.553 of the Rules Governing Radio Broadcast Services became effective Jan. 25, permitting remote control operation of low-power educational FM stations. Former requirement was that these stations had to keep a licensed operator on duty at the transmitter at all times while the station was in operation.

FCC last week also authorized KLON to change studio location locally, change transmitter location and antenna system.

MICH. MEET

Hennock Slated To Speak

FCC COMR. Frieda B. Hennock has been invited as one of the principal speakers at the Sixth Annual Michigan Radio-Television Conference on the campus of Michigan State College, East Lansing, March 3.

Theme of the sessions is to be "Radio and Television Look to the Future." Conference purpose is to promote cooperation among radio men, educators and community leaders for the production of better educational and public service broadcasts. Joe A. Callaway, director of radio education at Michigan State, is conference chairman.

Others slated to address the one-day meeting are:

Edward F. Baughn, president of the Michigan Assn. of Broadcasters; Worth Kramer, general manager, WJR Detroit; Harry Bannister, general manager, WWJ Detroit; Hy M. Steed, general manager, WLAV Grand Rapids; Dr. W. F. Dunbar, director of public affairs for Fetzer Broadcasting Co.; Garnet R. Garrison, director of television, U. of Michigan; Alex Dillingham, program director, WILS Lansing; Edward O'Brien, film director of WJIM-TV Lansing; Frances Chase, president, Radio-TV League, Detroit; and several Michigan educators.

CBS Radio Sales account executives visit WCCO Minneapolis-St. Paul to get latest information on talent and programs. At luncheon are (l to r) Carl Ward, WCCO sales mgr.; Hal Davis, Bill Shaw, Henry Untermeyer and Hugh Stump, all of Radio Sales.

WSB Atlanta's airing of *Catholic Hour* is rewarded by plaque from National Council of Catholic Men. L to r: Hugh Kinchley, Savannah-Atlanta diocese of NCCM; John M. Outler Jr., WSB gen. mgr.; Laurent DeGive, pres. Atlanta branch, Catholic Layman's Assoc.

"WRITE a Song for Washington" contest, sponsored by Motorola, is opened by Sec. of Senate Leslie Biffle, at piano, and (l to r) James H. Simon, D.C. Motorola distributor; Paul Galvin, pres., Motorola Inc.; Philip Graham, pub. *Washington Post* (WTOP-AM-TV, and FBI's J. Edgar Hoover.

FIRST blood donation for KNBC San Francisco's blood bank is made by Newscaster Joe Gillespie as Gen. Mgr. Lloyd E. Yoder (l) and Announcer Budd Heyde look on. Blood bank was set up in cooperation with Red Cross to collect blood for Korean war wounded.

ALL OUT use for civil defense is destination of mobile-studio truck of KMPC Hollywood. L to r: Niver Beaman, pub. rel. officer for Calif. CD; John Baird, KMPC pub. affairs dir.; E. S. Dixon, coordinator L. A. region. Mr. Beaman and Mr. Dixon accepted use of truck for Gov. Warren.

FASHION Academy Award for stylings in men's hats is presented to Lee Hats Inc. on Robert Montgomery's Thurs. news show with (l to r) Mr. Montgomery; James B. Lee, pres. Lee Hats Inc.; Emil A. Hartman, dir. of Fashion Academy, N. Y., and Robert E. Kintner, ABC pres.

SELF CHECK, QUICK!

Outler Warns Ga. Owners

BROADCASTERS should take a quick inventory of their operations and check audience attitude if they are to avoid cutting their own throats and ruining their own future, according to John M. Outler Jr., general manager of WSB-AM-TV Atlanta.

Speaking at the Georgia Assn. of Broadcasters meeting, held Friday at the Bon Air Hotel, Augusta, he sounded these warnings in a plain-spoken address (see editorial page 46).

Richard P. Doherty, NAB employe-employer relations director, told the Georgia group they could anticipate rising income and rising costs, with good chance for a higher profit margin, in the period ahead (see story page 19).

Mr. Outler said AM expenses alone of WSB have increased from under $250,000 in 1940 to well over $600,000 in 1950.

"Radio's one great fear today is—radio," Mr. Outler declared. "Not television, not the printed page, but an indifference toward our own end product—our programs; plus an apparent willingness on the part of many broadcasters to let somebody else carry the program load, and let economics dictate the policy of our program service.

Program Situation

"Radio's big obstacle in the years to come can be a low-grade of program tripe pumped out from too many transmitters by too many broadcasters who are either (1) deliberately slacking on their obligations or (2) blissfully ignorant of what they are supposed to be doing in the business or (3) so greedy for a quick buck that money spent on programs is a stupid waste or something to be done by the other fellow.

"It's all very well to be smug and supine in the presumption that television will eat into radio audiences, will change listening habits and will generally play hell with this gravy train we've been riding. But I repeat—and don't forget that I am in radio—broadcasters had better quit worrying about the encroachment of television and begin concerning themselves with their own program services, with particular emphasis on those non-profit services which come within the public interest.

"It seems to me that the very nature of television's audience should give pause and something of the answer. Please remember that there are mighty few homes with a television set which don't also have immediate access to radio, too. One alarming thing to me, then, is the fact that radio audiences are dwindling in some areas where television is not a factor as yet.

"So, bother not too much about the advent of video. Television is here and it's here to stay and it will earn its rightful place in the American home in direct ratio to the service it provides. And there's nothing the broadcaster can do to combat the inalienable right of the American public to pick and choose where and when it pleases.

"And unless there is more inducement for your audiences to tune in on radio than there is to watch a television program or engage in any other activity—radio has some rough sledding ahead."

Mr. Outler advised operators to scan their original license and renewal applications to see what they promised in the way of program service.

Rate Drive Revival

He warned the recent drive for lower rates will be revived. The broadcaster who is indifferent about programming, has cut rates or is unmindful of his local obligations is providing "a keen weapon with which radio's throat can be cut," he said. He predicted "the power stations of the country will survive the blow or at least last longer than many of the smaller operations content to let the power stations and the networks carry the load of service." He concluded with the warning that when radio suffers from outside attack because of its shortcomings, "all are hurt."

COLEY NAMED

President of WPTF

S. B. COLEY, president of the Durham Life Insurance Co., has been named president of WPTF Raleigh, N. C., according to an announcement made last week. Mr. Coley succeeds the late J. R. Weatherspoon.

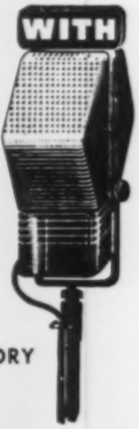
Mr. Mason

Other officers elected at the annual meeting of board of directors held on Feb. 3, are Richard H. Mason, as vice president and general manager; E. T. Burr, as vice president, and D. L. Cozart, as secretary-treasurer.

At the same meeting Graham B. Poyner, assistant general manager and program manager, was elected to membership on the board of directors.

McFarland on ABC

NATION-WIDE network broadcast by Senate Majority Leader Ernest W. McFarland (D-Ariz.), chairman of the Senate Interstate & Foreign Commerce radio subcommittee, was scheduled for last Saturday 9:30-10:30 p.m. EST over ABC. Sen. McFarland's broadcast, first since he was elected to his key post in the upper chamber, was to deal chiefly with foreign policy.



You get a lot for a little*

*MORE LISTENERS-PER-DOLLAR THAN ANY OTHER TV OR RADIO STATION IN BALTIMORE

SEE YOUR HEADLEY-REED MAN TODAY FOR THE WHOLE W-I-T-H STORY

DISTINGUISHED Service Award of the Columbus (Ohio) Junior Chamber of Commerce this year was presented to Chet Long (l), WBNS-AM-TV Columbus newscaster. Congratulating him is Ernest Cady, member of the nine-man committee which chose Mr. Long for the honor. The WBNS newscaster was cited for his civic and charity work and for his use of "the tremendous powers of radio and television with an understanding heart and genuine desire to be a useful and honorable citizen."

AD COUNCIL

Sets ESA-Red Cross Drives

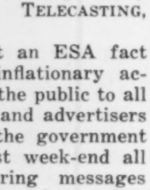
"FIGHT INFLATION" and "Mobilize for Defense" are the basic themes of two campaigns currently being produced by the Advertising Council Inc., New York, for the Economic Stabilization Agency and Red Cross, respectively [BROADCASTING • TELECASTING, Feb. 5].

The Council sent an ESA fact sheet urging non-inflationary action on the part of the public to all radio-TV networks and advertisers at the request of the government agency, and by last week-end all networks were airing messages against rising high prices. Colgate-Palmolive-Peet and General Foods were among the advertisers to present the appeal on their programs.

Fact sheet prepared by the Council for the Red Cross fund drive for 1951, running March 1-31, lists services performed by the Red Cross, and asks radio and TV stations to emphasize the need for Red Cross in defense activities. The fund goal this year is $85 million and the Advertising Council will concentrate its March efforts, to a very great extent, on the campaign.

Maurice Rosenfeld

MAURICE ROSENFELD, 48, radio director, MacLaren Adv., Toronto, one of the largest buyers of Canadian radio time, died last Tuesday. Mr. Rosenfeld, with the agency since 1936, produced some of the biggest Canadian network shows, and gave many current Canadian radio stars their start on commercial programs. He is survived by his widow, a daughter and a son.



Mr. Rosenfeld

1891 Richard J. Compton 1951

RICHARD J. COMPTON, 59, founder and former president of Compton Adv., New York, died Feb. 7 at his home in Rancho, Santa Fe, Calif., where he had lived since his retirement three years ago.

Mr. Compton

Mr. Compton was born in St. Louis and attended public schools in Kirkwood, Mo. He worked in his father's printing business before moving to New York in 1915. He entered advertising as a copywriter in the Blackman-Ross Co., an advertising agency which became the Blackman Co. in 1920; Blackman Adv. in 1935, and Compton Adv. in 1937.

Mr. Compton rose to be junior partner in 1932. Soon afterward he and several associates acquired controlling interest in the firm. He became president in 1935 and continued in that capacity when the firm's name was changed to Compton Adv.

In 1946 Mr. Compton became chairman of the board of directors. A year later he retired from that post, remaining as a director and adviser to the company until last Dec. 31. He was also a director of Lambe & Robinson Ltd. of London.

Mr. Compton served as vice chairman in 1944 and chairman of the board in 1945 and 1946 of the American Assn. of Advertising Agencies. He was chairman of the board of the Advertising Research Foundation in 1939.

During World War I, Mr. Compton was a field artillery lieutenant. He was a member of the Advertising Council during World War II.

Surviving are his widow, Margaret; his mother, Mrs. Richard Compton; two sisters, and two brothers.

WJW STRIKE

Settlement Reported

TWENTY-WAY strike at WJW Cleveland was settled Feb. 4 when AFRA announcers returned to work along with technicians. Negotiations narrowed to economic issues, with the station pointing to uncertainties in the radio business.

AFRA had asked for a $65 raise, according to the station. Instead the parties agreed to a formula by which a kitty would be built up for announcers, based on net time sales over a certain figure. Against the kitty the station guarantees a $32.50 monthly draw. It was felt such a plan would give employes greater interest in company business. Approval of the Wage Stabilization Board is required.

All announcers, talent and technicians were reinstated without prejudice because of the strike. The existing talent fee arrangement continues. WJW said about 20% of local business had been suspended during the strike but national sales were affected to a smaller degree.

PA. LIBEL SUIT

Rehearing Petition Denied

PETITION for the rehearing of its judgment in the case of Westinghouse Radio Stations Inc. (KYW), WCAU and WFIL Philadelphia, covering radio libel liability, has been denied by the U. S. Court of Appeals, Third Circuit [BROADCASTING • TELECASTING, Jan. 22, Dec. 25].

The court had ruled previously that the Communications Act does not prohibit radio stations from sponsoring political broadcasts by persons who are not candidates. This decision had reversed an earlier district court ruling which had dismissed the three $50,000 libel suits filed against the Philadelphia stations.

Attorneys familiar with libel law had indicated that the appeals court reversal leaves broadcasters in a precarious position in connection with political broadcasts.

Following the petition denial by the appeals court, counsel for the stations indicated they might carry the case to the U. S. Supreme Court.

HARVEY INCIDENT

Draws Security Check

WASHINGTON security agencies are continuing a check on the "unauthorized entry" Tuesday morning of ABC Commentator Paul Harvey into the top-secret Argonne National Laboratory near Chicago where atomic experiments are conducted. Mr. Harvey was chased and captured by a guard during the early-morning hours after clearing a 10-foot fence topped with barbed wire.

ABC New York reportedly checked with government officials in Washington and found Mr. Harvey "cleared" of all suspicion of subversive behavior. However, the network and various security agencies reportedly were still attempting to find out why Mr. Harvey entered the ground "illegally." Speculation in Chicago, where Mr. Harvey headquarters and broadcasts regularly on WENR-AM-TV, centered on the theory that the newscaster was attempting to get a "scoop" in determining whether the atomic workshop really was "secure."

Mr. Harvey, during lengthy questioning by the FBI, was reported to have said he had been "working in conjunction and cooperation with the investigating divisions of several of the departments of the U. S. government for the last several months," but that he was not at liberty "to release any story or information concerning the matters upon which I have been working."

The FBI reported Thursday it had completed its investigation and sent its findings to the Atomic Energy Commission and Attorney General J. Howard McGrath in Washington for disposition. The FBI said Mr. Harvey had never been one of its investigators.

Mr. Harvey appears on a 15-minute Sunday night ABC network show sponsored by Burton-Dixie Mattresses, and will replace Baukhage on a network sustainer beginning April 2, 12-12:15 p.m. daily. He appears locally on WENR-TV five times weekly, sponsored also by Burton-Dixie, and on WENR six days weekly for Edelweiss beer and Stewart-Ashby coffee.

RTMA AGENDA

Includes Excise Discussions

ADMINISTRATION proposal to levy an excise tax of 25% on radio and TV receivers, components and phonographs as well as records, will be taken up by Radio-Television Mfrs. Assn. at its three-day mid-winter meeting starting Tuesday at the Stevens Hotel, Chicago.

Action to be taken by RTMA will be determined at the meeting. Two tax committees will take up the problem. Dr. Allen B. DuMont, of Allen B. DuMont Labs., is chairman of the Excise Tax Committee. Glen McDaniel, RCA, is chairman of the Defense Profits Tax Committee.

Out of these two committees may develop a single tax committee to handle all future RTMA tax problems.

Mr. McDaniel is slated to become RTMA president on a full-time basis, having received approval of principal RTMA members [CLOSED CIRCUIT, Jan. 8]. He would succeed Robert C. Sprague, Sprague Electric Co., who has been serving since last June on a non-pay basis.

RTMA's Electronic Parts Mobilization Committee will report on usage of critical raw materials during the Chicago meeting. RTMA's board will decide how materials data will be used. The information is expected to aid RTMA members in appeals for sufficient materials to maintain civilian production as defense requirements expand.

Robert C. Tait, president of Stromberg-Carlson Co., was elected co-chairman of the Joint Electronics Industry Committee, jointly sponsored by RTMA and National Security Industrial Assn. Fred R. Lack, Western Electric Co., who has headed the committee since its formation last August, will serve as co-chairman. JEIC was set up by RTMA and NSIA to coordinate all industry mobilization activities and to serve in an advisory capacity to top government policy officials.

the greatest drama of all time

the players *are diplomats at Lake Success, G.I.'s in Korea, generals in the Kremlin and civilian defense workers in New York.*

the authors *are Senators on Capitol Hill, correspondents in Hong Kong and reporters filing copy with Pravda, the London Times, the Emporia (Kan.) Gazette.*

the producers *have addresses in Washington, in Peiping, in Moscow, in Paris.*

the greatest drama of all time *unfolds in minute-by-minute installments . . . and only* ***radio*** *reports each epoch-making development* ***as it happens****. The people of America look* ***first*** *to radio newscasts to follow the most important events of all time...the news of the 1950's.*

If you are looking for the most valuable franchise in advertising, start planning now for a schedule of **SPOT NEWSCASTS** in your major marketing areas. A good place to begin is on one or more of the nation's leading stations represented by

WNBC	New York
WMAQ	Chicago
WTAM	Cleveland
WGY	Schenectady—Albany—Troy
WRC	Washington
KOA	Denver
KNBC	San Francisco

NBC Spot Sales

NEW YORK CHICAGO CLEVELAND SAN FRANCISCO HOLLYWOOD

W·I·N·D

BEST

CHICAGO

BUY

ENTIRE YEAR 1950

7 DAYS A WEEK — 6 A.M.-MIDNIGHT

	SHARE OF AUDIENCE	BASE "A" HR. RATE
NET A	27%	$1100
NET B	16%	$900
WIND	11.9%	$250
NET C	10.5%	$900
NET D	9.7%	$900
IND B	6.1%	$338
IND C	5.9%	$300
IND D	3.6%	$240

SOURCES: PULSE OF CHICAGO, 1950; SRDS

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"The Most Homes Per Dollar Station"

•

400 N. MICHIGAN AVE., CHICAGO 11, ILLINOIS

KATZ AGENCY, INC., NAT'L REPS.

NECESSITY of making many measurements required for proof of performance for KOJM's operation at Havre, Mont., sometimes calls for a spirit reminiscent of pioneers. Paul Bergquist, of Glenn D. Gillett & Assoc., holds aloft a measuring set while on horseback, as Lyle Leeds, KOJM sales manager, consults a map. The temperature during most of the work was below zero and much of the time as low as 25 and 30 below.

WINTER'S ICY THRUSTS

Challenge Radio, TV, Both Meet Test

OLD MAN WINTER, in an angry mood, lashed out across the nation during the last fortnight crippling whole areas, disrupting power and communications facilities, and calling radio and television into emergency services.

Jim Hairgrove, manager, KFRD Rosenberg, Tex., reported one of the coldest spells of weather, and most disastrous in that area since 1924.

All communications and power was disrupted because of ice conditions and last Monday two cities, Rosenberg and Richmond, were still isolated except for amateur and police radio communications.

Mr. Hairgrove gave enthusiastic praise to the service rendered by the South Texas Emergency Network of Amateur Radio Operators.

WPAY Portsmouth, Ohio performed emergency public service when the city of 50,000 was ravaged by Ohio River floods, frigid weather, rain, ice and then snow. More floods are feared with the thawing of the ice and snow and WPAY declared that it will remain on the air 24 hours a day until the emergency is past.

When heavy snow and severe cold manacled public facilities in the Kentucky and southern Indiana area, WHAS-AM-TV Louisville rose to the occasion by offering its audience complete coverage, warnings and instructions. With schools closed for two days, WHAS-TV also carried special programs for children in cooperation with the local distributor of the *Encyclopaedia Britannica.* The programs included films both entertaining and educational.

WFOY St. Augustine, Fla., in an area only brushed by winter's garments, took advantage of the two-inch blanket of "beautiful" snow by sponsoring "Florida's First Snow Man Contest."

WOR New York inadvertently made a mistaken announcement of schools closing because of the bad weather, and in so doing gave 13,000 pupils and 700 teachers in Elizabeth, N. J., an unexpected holiday. A telephone operator made an error in taking down a code prearranged by WOR and school officials.

RAIL STRIKE

Special WCOP Shows

PUBLIC service coup on the railroad strike was scored last week by WCOP Boston newsmen, who aired recorded telephone interviews with dominant strike figures.

Ron Cochran, news director, and Ken Mayer, special events man, prepared a 15-minute news program on the strike situation, including interviews with executives of the Boston and Maine Line, the Brotherhood of Railroad Trainmen, the Boston and Albany and the Massachusetts Retail Grocers Assn.

Hurried calls to officials brought assurance that most commuter service would continue on both lines, and that perishable foods would get through with the help of executive personnel. Labor's side in the strike picture also was given by the agent for the trainmen's union. WCOP aired the program Feb. 4, 6:30 to 6:45 p.m.

Lurie Joins

LT. ALFRED LURIE, former television director at WBAP-TV Fort Worth, Tex., has joined the Radio-TV Branch of the Dept. of Defense, Charles Dillon, division chief, revealed last week. Lt. Lurie was associated with WBAP-TV from December 1948 to October 1950, when he returned to active service (Army) with the 5th Armored Div. He joined the Radio-TV Branch Feb. 3, the fourth specialist to be added since the first of the year as part of the division's radio-TV expansion [BROADCASTING • TELECASTING, Jan. 29].

the TOUR TEST *proves*

KGW THE ONLY STATION WHICH GIVES THE ADVERTISER COMPREHENSIVE COVERAGE

......*in the* OREGON MARKET

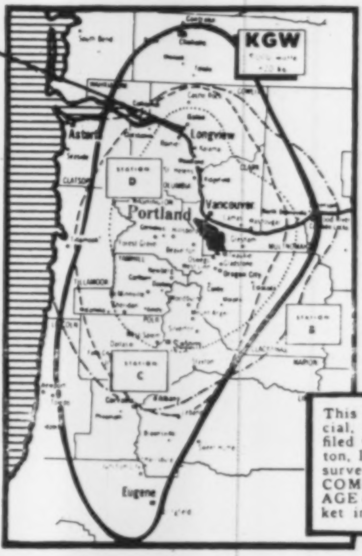
OREGON STATE
AAA
MOTOR ASSOCIATION

"Planned" is the word which best typifies Longview, Washington, the youngest community in KGW's widespread coverage area, and one of the most progressive. Laid out in 1922 as a "model" town, Longview's industrial growth has followed a planned pattern. The two largest lumber mills in the world are located here; lumber products, pulp and paper products add to expanding payrolls. Longview, with its neighbor, Kelso, is an important Columbia River port. A recent KGW Tour-Test, conducted in cooperation with the Oregon State Motor Association, and witnessed by "Miss KGW" and Longview executives, proved KGW's COMPREHENSIVE COVERAGE of this healthy market. Include this "planned" city in your plans for getting the most out of KGW's *Comprehensive Coverage.*

BROADCAST MEASUREMENT BUREAU SURVEYS PROVE KGW's LEADERSHIP

Actual engineering tests have proved that KGW's efficient 620 frequency provides a greater coverage area and reaches more radio families than any other Portland radio station *regardless of power.* BMB surveys bear out this fact. KGW is beamed to cover the population concentration of Oregon's Willamette Valley and Southwestern Washington.

TOTAL BMB FAMILIES (From 1949 BMB Survey)



DAYTIME	
KGW	350,030
Station B	337,330
Station C	295,470
Station D	192,630
NIGHTTIME	
KGW	367,370
Station B	350,820
Station C	307,970
Station D	205,440

This chart, compiled from official, half-milivolt contour maps filed with the FCC in Washington, D.C., or from field intensity surveys, tells the story of KGW's COMPREHENSIVE COVERAGE of the fastest-growing market in the nation.

KGW

NBC AFFILIATE

PORTLAND, OREGON

ON THE EFFICIENT 620 FREQUENCY

REPRESENTED NATIONALLY BY EDWARD PETRY & CO.

Radio

Market Data

for

Oakland,

California

1. How many people?

There are 3 million people in the coverage area of KLX, the top station in Hooper ratings. KLX claims only 600,000 as steady listeners.

2. How rich are they?

Oakland area radio listeners spend 100 million for drugs, 1 billion for food, 1/2 billion for general merchandise, 1/4 of a billion for radios, TV and furniture.

3. What does Hooper say?

KLX leads all independent San Francisco and Oakland radio stations in the Oakland Hooper . . . and often leads in all six periods!

4. Do San Francisco Independents cover Oakland?

No, these stations reach only 15% to 35% of the Oakland audience that KLX covers. You can check this by adding the Hooper share of audience figures for all six periods.

5. What about KLX results . . . and promotion?

Just send for success stories on your field. Also, KLX has won 7 national awards for sound promotion.

KLX

TRIBUNE TOWER • OAKLAND, CALIFORNIA

Represented Nationally by
BURN-SMITH CO., INC.

RAIL DISASTER

Radio-TV Coverage Quick

A PRACTICED speed characterized radio-television coverage of New York's third major train disaster within a year, at Woodbridge, N. J., last week, when an 11-car Pennsylvania Railroad train plunged from a 26-foot temporary embankment, killing 83 and injuring 330 rush-hour commuters.

Among reports received by BROADCASTING • TELECASTING were these:

WJLK Asbury Park, broadcasting to the area in which most of those killed in the wreck resided, went on the air with a bulletin at 6 p.m., approximately 15 minutes after the event had occurred. Between then and 2 o'clock the following morning, the station made 16 special broadcasts. Frank Wilgus, station news director, and Tom Birckhead of the news staff, broadcast from the scene which was 30 miles from the station.

WAAT Newark flashed the news at 6:06, after a former staff member, Ted Webb, who was in Woodbridge when the accident happened, telephoned the news to the station. Throughout the evening program schedules were disregarded in order to carry the latest news of the disaster.

First TV Claim

Apparently first to telecast films of the scene was WPIX (TV) New York, which went on the air with motion pictures at 9:32 p.m., less than four hours after the occurrence. WPIX Camerman Frank Hurley reached the scene at 6:30 p.m., began taking films immediately, and by 7:30 p.m. sent the first 100 feet of newsreel footage by messenger to the station. Prints also were rushed to WGN-TV Chicago and KTTV (TV) Los Angeles by agreement.

NBC's radio mobile unit was sent to the scene shortly after the network bulletined the news at 6:30 p.m. Leon Pearson interviewed eye witnesses from the mobile unit at the site of the disaster until 2 a.m., when he was replaced by W. W. Chaplin who worked through the night recording material and arranging for live pickups the following morning. Throughout the evening the network broadcast bulletins at station breaks. NBC Television carried bulletins at 6:30 p.m. and at regular intervals during the evening. Its first films of the wreck were telecast at midnight.

CBS flashed its initial news of the wreck at 6:14 p.m. and continued throughout the evening with bulletins and on-the-spot reports by Jack Walters. A special program devoted to the accident replaced the regular 11-11:15 p.m. newscast, with other special programs later. CBS-TV bulletined the news on the Douglas Edwards program, 7:30-7:45 p.m., and showed films of the wreck at 11:30 p.m.

ABC, over WJZ New York, bulletined the news first at 6:15 p.m. and followed with further bulletins. At 7:30 an appeal for nurses from the General Hospital, Perth Amboy, N. J., was broadcast. The 11 p.m. *News of Tomorrow* featured a recorded interview of a survivor by Julian Anthony of the ABC staff, and at midnight a complete round-up of the disaster news was aired. ABC-TV carried bulletins throughout the evening.

WOR New York carried the news at 6:30, after one of its account executives, Jack Mohler, who was on the train following the one which was wrecked, telephoned the station. Subsequently Mr. Mohler telephoned descriptions of the scene which were broadcast at 9 p.m. by Arthur Van Horne.

Listener Assist

A listener and follower of Martin Block of WNEW New York telephoned Mr. Block the news at 7:33 p.m. Later the same listener arranged a telephone interview between Ernie Hartman, station producer, and August Greiner, mayor of Woodbridge. Bulletins were carried throughout the evening.

WTTM Trenton, N. J., claims it was the only station in that area to carry the story of the wreck that same night. Coverage began with a bulletin at 6:10 p.m. and at 10 p.m. its mobile unit was enroute to Woodbridge. News Editor Arnold Snyder remained on the scene for four and a half hours. WTTM was on the air until 1 a.m., hour after signoff, to air telephone interviews with witnesses.

WCTC New Brunswick, N. J., maintained a steady flow of information with bulletins, special announcements from authorities and on-the-spot tape recordings. Within 20 minutes after the wreck, Newsman Arthur Ungerleiter confirmed a phone tip and rushed to the scene with a tape recorder. First on-the-spot reporting came at 8:05 p.m. with eye-witness accounts.

WATTS POST

Formally Announced By DPA

APPOINTMENT of W. Walter Watts as assistant to the administrator of the Defense Production Administration and as chairman of DPA's Production Executive Committee was formally announced last Thursday by Administrator William H. Harrison [BROADCASTING • TELECASTING, Jan. 8].

In his new position Mr. Watts will head the committee through which overall coordination and direction of all defense production will be coordinated by Gen. Harrison. The committee also comprises representatives from government agencies which are responsible for the operating phases of the defense production program.

Mr. Watts, on leave of absence from his post as vice president in charge of Engineering Products Dept. of RCA Victor, has been with RCA since 1945 and is a director of the Radiomarine Corp. and RCA Service Co. During World War II he served under Gen. Harrison, then in charge of Signal Corps procurement. Later, as director of the procurement division, he held the rank of colonel.

SET OUTPUT

Radio, TV Figures Well Over '49

RADIO manufacturers made 14,589,900 broadcast and 7,463,800 TV receivers in 1950, according to a 12-month calculation by Radio-Television Mfrs. Assn. Figures cover member and non-member companies and were prepared by Frank W. Mansfield, Sylvania Electric Products, chairman of the RTMA Industry Statistics Committee.

Output of radio sets represents a substantial increase over the 11,400,000 sets turned out in 1949. TV production totaled 3 million sets that year, an increase of 150% for 1950.

RTMA is revising its industry statistics and has not yet calculated 1950 production of aural and TV receivers containing circuits that tune the FM broadcast band. An unofficial estimate places the number of sets with FM at 2,150,000. Of these something over 800,000 represent TV sets with an FM tuner.

Of the 1950 radio sets 8,174,600 are home radios, 4,740,600 auto sets and 1,674,700 portables.

Home radio set production in December (a five-week month) reached 957,100 units, one of the highest figures in the postwar era, plus 453,500 auto and 95,000 portable sets, a total of 1,505,600 radio receivers. TV production aggregated 858,500 sets.

RTMA's industry estimates for 1950 by months follow:

Months	TV	Home Radios	Auto	Portables
January	438,700	546,000	330,700	58,200
February	479,900	585,600	385,900	87,700
March (five weeks)	686,600	715,700	446,200	187,600
April	542,600	608,300	434,900	211,000
May	486,000	585,400	383,200	276,100
June (five weeks)	502,500	730,500	501,500	259,100
July	327,500	400,800	167,600	97,600
August	720,600	783,400	387,600	132,700
September (five weeks)	843,800	792,500	414,200	128,800
October	838,300	747,800	391,600	90,500
November	738,800	721,500	443,700	50,400
December (five weeks)	858,500	957,100	453,500	95,000
TOTAL	7,463,800	8,174,600	4,740,600	1,674,700

ASSOCIATION OF AMERICAN RAILROADS
TRANSPORTATION BUILDING
WASHINGTON 6, D. C.

WILLIAM T. FARICY
PRESIDENT

February 9, 1951

To the PRESS and RADIO:

Subject: HOW RAILROADS SERVE IN TIME OF EMERGENCY

Stories dealing with the possibility of enemy action here in the United States are appearing in the press and being heard over the air with increasing frequency. In towns and cities throughout the nation, people are busy setting up civil defense organizations. These things show that we are willing to face and do something about a problem none of us likes to think about.

The railroads which provide our basic transportation have been busy expanding their capacity and, of course, railroads need little or no conversion from peacetime to emergency service. To these features of ready expansibility and adaptability, railroads add two others which become doubly important in time of emergency -- their flexibility and availability.

In the event of enemy action, other channels of transportation might become choked with individually operated and largely uncontrollable traffic. Yet, trains would continue to move under the disciplined control of railroad operating organizations. Railroad tracks may be knocked out for a time but, as was amply demonstrated in Europe during World War II, it is difficult to block rail movement completely for any considerable period of time.

After all, there is no essential difference between bomb damage and damage from floods, washouts or landslides. Railroads are experienced in finding ways to keep traffic moving, either by prompt repair of the damaged line or over the flexible network of main and secondary lines and the alternate routes available between most centers. The agreements and arrangements necessary for such diversions and detours have been worked out in advance and are in effect.

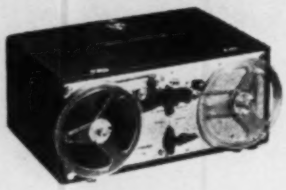
In order to meet the nation's essential transportation needs, regardless of conditions, the railroads will continue enlarging and improving their facilities to the end that the nation shall suffer no lack, no failure, of the basic transportation so essential to its economy in time of peace and its safety in time of war.

Sincerely yours,

William T. Faricy

WLAC
HE CHOSE
Magnecorder

THE FIRST CHOICE OF RADIO ENGINEERS

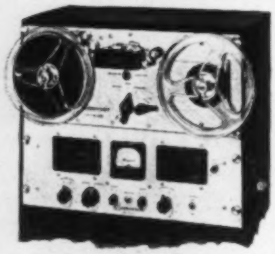


FLEXIBILITY

In rack or console, or in its really *portable* cases, the Magnecorder will suit every purpose. PT6 Series shown is the most widely used professional tape recorder in the world, and is available with 3 speeds (3¾", 7½", 15") if preferred.

FIDELITY

Lifelike tone quality, low distortion meet N.A.B. standards — and at a moderate price! PT63 Series shown in rack mount also offers three heads to erase, record, and play back to monitor from the tape while recording.



FEATURES

PT7 accommodates 10½" reels and offers 3 heads, positive timing and push-button control. PT7 Series shown in complete console model is also available for portable or rack mount. For outstanding recording equipment, see the complete Magnecord line — PT6, PT63 and PT7.

WRITE FOR NEW CATALOG

Magnecord, Inc., Dept. B-2
360 N. Michigan Ave., Chicago 1, Ill.

Send me latest catalog of Magnecord Equipment.

Name..........

Address..........

City.......... Zone...... State..........

Magnecord, INC.
360 NORTH MICHIGAN AVE
CHICAGO 1, ILLINOIS

P. I. DOLLARS

Weaken Sales Pitch, Stolzoff Warns

ACCEPTANCE of per inquiry deals by stations is weakening their sales position, according to J. S. Stolzoff, radio-TV vice president of Cramer-Krasselt Co., Milwaukee agency. Mr. Stolzoff will soon join Foote, Cone & Belding in Chicago, as radio-TV production supervisor [BROADCASTING • TELECASTING, Jan. 22].

While radio "has done an admirable job of policing its own industry," Mr. Stolzoff warned that "it would be unfortunate if Better Business Bureaus, local or government agencies decided that they would have to enter the picture."

He continued: "The radio industry has devoted 25 years and countless dollars in selling radio as a prime medium for most classifications of local and national advertisers. The radio industry has repeatedly said that 'dollar for dollar, radio is your best buy.'"

Mr. Stolzoff cited "four important reasons" P. I. deals are hurting broadcasters. They follow:

1. Listeners are dissatisfied. Many P.I. pitches run as long as 3-5 minutes. That annoys the listener. In addition, while many P.I. offers represent worthwhile values, the relatively high percentage of questionable merchandise results in purchaser dissatisfaction. This tends to cause a reduction in the over-all effectiveness of the station's regular commercials and often spreads ill-will in the community.

Retailers Resent

2. When any large quantity of P.I. offers are carried by a station, retailers in the market are bound to resent the competition . . . particularly when they cannot buy time on the same basis as some little-known outside competitor, i.e., "pay only for the sales you make."

3. The minute a radio station receives an order from out-of-state, it is undeniably in interstate commerce. A station making P.I. available to some accounts and not to others is subject to charges of unfair practices, unless it has set up and maintained a fixed set of standards.

4. Stations cannot indefinitely carry water on both shoulders. How can the acceptance of P.I. be justified when other advertisers must pay card rates. Will alert local advertisers demand that they go off of card rates and onto a basis of so many dollars per unit sold . . . $15 per car, 10% of the price of an appliance, $3 per rocking chair?

PARKER NAMED

Saginaw Co. V.P.-Gen. Mgr.

MILTON L. GREENEBAUM, president, Saginaw Broadcasting Co., operator of WSAM Saginaw and WLEW Bad Axe., Mich., has announced that Jack Parker, veteran of radio, has acquired a stock interest in the corporation and has been elected to the position of vice president and general manager.

Mr. Parker

Until election to his new post, Mr. Parker served as director of station operations for the Saginaw Broadcasting Co. radio properties. In addition he will manage the Great Lakes Network, newly formed Michigan regional network keyed out of WSAM-FM Saginaw.

KFMB SALE

Kennedy Seeks FCC Consent

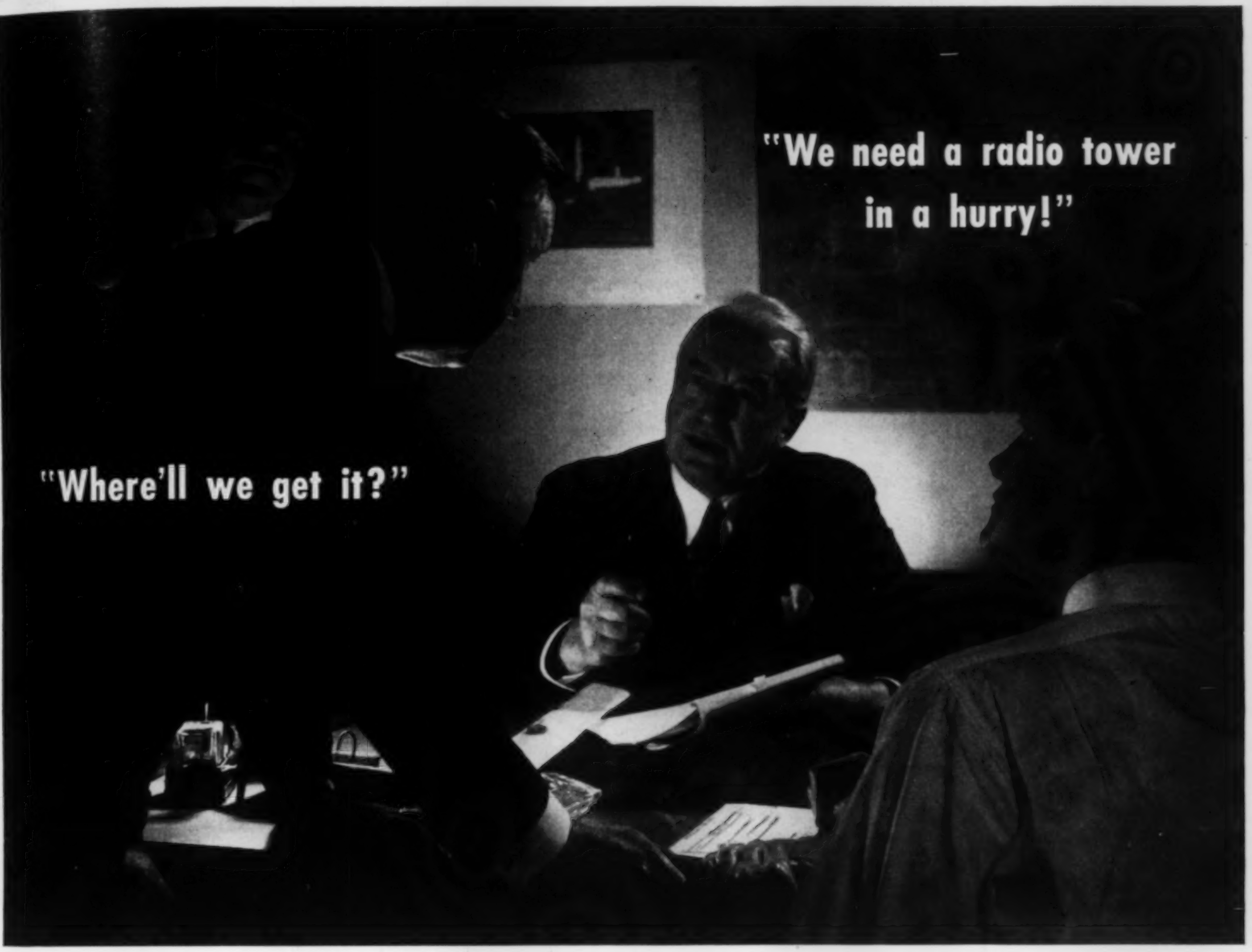
PAPERS were filed with FCC last week for consent to the sale of KFMB-AM-TV San Diego, Calif., by Jack Gross to the John A. Kennedy interests for $925,800-plus [BROADCASTING • TELECASTING, Nov. 20, 1950].

KFMB, an ABC affiliate, is assigned 1 kw fulltime on 550 kc, directional. KFMB-TV, affiliated with ABC, CBS and NBC, operates on Channel 8 (180-186 mc).

The transfer application indicates that Mr. Gross, president and general manager of the stations, who wishes to retire from day-to-day operating responsibilities in radio, will transfer all of his sole interest in the stations' licensee, Jack Gross Broadcasting Co., to The Kennedy Broadcasting Co. The latter is successor to Charleston Broadcasting Co., the Kennedy interest which previously operated WCHS Charleston, W. Va., and was identified with ownership of WPAR Parkersburg and WBLK Clarksburg, W. Va. All these interests have been sold.

The transferee presently owns 48% of WSAZ-AM-TV Huntington, W. Va. The application also indicated that from October 1947 to May 1950 Kennedy Broadcasting Co. owned 95% of the San Diego *Journal* and during that time Mr. Kennedy was editor and publisher of the paper. The stock was disposed of in December 1950, it said. The Kennedys are now residents of San Diego.

Ownership of Kennedy Broadcasting Co. was given as follows: Bruce Lee Kennedy, wife of John A. Kennedy, president and 44.5% owner; John A. Kennedy, chairman of the board, 38.3%; Stoddard P. Johnston and Lee Johnston, children of Mrs. Kennedy, vice president and director respectively; Margaret K. Byrne, Charleston, secretary-treasurer; Lydia Busek, San Diego, assistant secretary-treasurer; Estate of J. A. Bloch, Wheeling, 4.5%; Melva G. Chernoff, Jolla, Calif., 1.6%. Latter is the wife of Howard Chernoff, former managing director of WCHS. Melvin Sperry, Clarksburg, also was listed but he holds no office or interest, application said.


"We need a radio tower in a hurry!"
"Where'll we get it?"

Truscon Tower Engineering is the answer!

Meeting tower construction emergencies of all kinds . . . solving tower problems big and small . . . being *on the job* with knowledge and skill that *gets the job done . . . that's the type of service which has made Truscon a world leader in radio tower engineering!*

Truscon experience embraces all types of topographical and meteorological conditions . . . and supplying many different tower types: guyed or self-supporting . . . tapered or uniform in cross-section . . . for AM, FM, TV, or microwave applications.

Your phone call or letter to any convenient Truscon district office, or to our home office in Youngstown, will bring you immediate, capable engineering assistance. Call or write today.

TRUSCON STEEL COMPANY
YOUNGSTOWN 1, OHIO
Subsidiary of Republic Steel Corporation

[*See the Truscon Exhibit, Booth 230, Institute of Radio Engineers Show*]

TRUSCON
SELF-SUPPORTING
AND UNIFORM
CROSS SECTION GUYED **TOWERS**
TRUSCON COPPER MESH GROUND SCREEN

open mike

One Yearbook, Please

EDITOR:

Because of our work with the radio and television stations which have been doing an outstanding job of cooperation in effecting the Hoover Report, we would like to have a copy of your Yearbook to bring our California lists up to date.

William H. Courtney
Secretary
Southern Calif. Committee
Hoover Report, Los Angeles

* * *

'Immensely Pleased'

EDITOR:

All of us here at South St. Paul were immensely pleased with the (Livestock Market Inst.) story. Both Ed Pendergast and I expect to be in radio for many years to come, and you can rest assured that we will always have a high regard and an appreciative word for BROADCASTING • TELECASTING.

Bob Carlson
Director
Livestock Market Inst.
South St. Paul, Minn.

* * *

Helpful to Educators

EDITOR:

I frequently use material you publish as background for lectures in several subject matter areas, including programming, promotion, advertising and continuity. I will also use some of your material in a course in Radio Policy, as well as television courses. As a matter of fact, I have been clipping articles of particular interest and have files from issues of the last three years . . . and believe it would be helpful to educators who use your magazine if shows were reviewed more frequently . . . in each issue.

I would like to see more frequent reports of the results of radio research, somewhat along the line of the weekly TELESTATUS reports.

Don C. Smith
Assistant Professor of Radio
U. of Alabama

* * *

Hurrah for BAB!

EDITOR:

Long, loud cheers for BAB's courageous exposure of the ANPA's distortion and misrepresentation of the truth in connection with the Pittsburgh story! . . . [BROADCASTING • TELECASTING, Jan. 29].

As usual, you may get some squawks from newspaper-owned radio stations. . . .

It seems to me that practically everyone of these newspaper-radio clashes has resulted from an unjustified ANPA offensive (and I do mean "offensive") which has forced NAB or BAB to lash back in self-defense. They've been keeping us busy on the defensive. Now that the BAB has given 14-karat evidence of having a mind, stomach and budget of its own, many of us hope you will soon be able to fight your way out of these defensive trenches and launch a major offensive of your own, selling radio as the greatest means of communication and the greatest medium of advertising the world has ever known.

Frank E. Pellegrin
H-R Representatives Inc.
New York

* * *

FM Not 'Forgotten'

EDITOR:

Two items in particular in your issue of Jan. 29 seem to call for comment by those of us interested in FM broadcasting. In CLOSED CIRCUIT is the statement ". . . FM is practically forgotten medium." Then comes an article on page 36 on "Emergency Networks." The main point of the emergency net as suggested by my friend Bob Beer of WATG Ashland, Ohio and others, seems to be that these nets will use no wires and will thus be "air pick-ups." Nowhere in the article is FM mentioned but I am sure you are aware that FM signals will provide the means that will make this setup possible.

"Practically forgotten" just doesn't jibe with the fact that FM is the only means of networking with land lines destroyed or not in operation. Your casual dismissal of 676 radio broadcasting stations, approximately one-third of them FM only, can only be interpreted as discriminatory in my opinion.

Despite our feeling that you are less than favorably disposed to FM, I must confess that BROADCASTING • TELECASTING each Monday is a welcome arrival and a source of information available nowhere else. Maybe someday we radio "common people" will be viewed in the same light as our richer, older brothers in the AM field.

Mark T. McKee Jr.
Assistant Manager
WMLN (FM) Mount Clemens, Mich.

* * *

EDITOR:

In CLOSED CIRCUIT, Jan. 29, paragraph starting "FCC's WPA," someone is responsible for the statement being made that "FM is practically forgotten medium." If this is quoting the FCC or just quoting a reporter, why, pray tell.

(Continued on page 71)

Steers Soar
To Peak;
Hogs Of
Steers soared
th peak o
strong
Bought a Steak Lately?

If you've bought a steak, roast, or even hamburger lately, you'll understand why the Kansas farmer has plenty of money to spend. Soaring prices for beef cattle, plus another thumping big wheat crop, have pushed him up to sixth place* in the national farm income picture.

These farmers make up a market well worth going after. They also make up the bulk of WIBW's audience. But that's only natural. After all, WIBW is *the* farm station for Kansas . . . the one most listened to† by these eager-to-buy farm families. That's why WIBW can get fast RESULTS FOR YOU.

**U.S. Dept. of Ag. '50*
†Kansas Radio Audience '50

WIBW

Serving and Selling
"THE MAGIC CIRCLE"
Rep.: Capper Publications, Inc. • BEN LUDY, Gen. Mgr. • WIBW • KCKN

CBS
TOPEKA, KANSAS

NEBR.
IA.
KANS.
MO.
OKLA.
ARK.

It plays—45's, 33⅓ fine-grooves', 33⅓ standards', 78 standards'

RCA Victor
L-1.0

The All-New RCA Pick-up and Tone Arm installed on a 70-D turntable.

HIGH-FIDELITY PICK-UP... *one arm, all speeds!*

RCA's All-New Tone Arm—with magnetic lateral plug-in heads—fits all standard turntables. Only two heads are needed for all speeds.

This versatile pick-up and tone arm combination . . . installed on your turntable . . . can play every record and transcription in your library. *Just plug in the head for the right record groove—and spin the platter.* It's as easy as that.

Designed for studio-quality at all standard speeds, this unique system has outstanding features over previous types. For instance, plug-in magnetic heads need no adjustments for stylus pressure. Visibility of the stylus (from the top of the head) permits accurate groove-spotting. Anti-friction pivots and low inertia provide easy tracking on eccentric and warped records. Lower weight assures better record service—longer stylus life. Tracking error of the arm is less than 4 degrees.

Arm assembly MI-11885 is complete with tone arm, mounting plate, hardware, and the filter modification kit MI-11874 (for 70-series turntables).

You use plug-in head MI-11874-4 with the 1-mil stylus for fine-groove records. You use plug-in head MI-11874-5 with the 2½-mil stylus for standard transcriptions and 78 rpm records.

Order from your RCA Broadcast Sales Engineer, or direct from Dept. NB-19, RCA Engineering Products, Camden, New Jersey.

AUDIO BROADCAST EQUIPMENT
RADIO CORPORATION of AMERICA
ENGINEERING PRODUCTS DEPARTMENT, CAMDEN, N.J.

In Canada: RCA VICTOR Company Limited, Montreal

WTIC Hartford is proud of Lt. Col. Ruel M. Luckingham (center), a member of the station's transmitter staff for 22 years, and his two sons who also are in the armed forces. Col. Luckingham is commanding officer of the 193d Aircraft Control and Warning Squadron, Air National Guard; Ruel Jr., 23, (l) is an aviation cadet lieutenant at the Vance Airforce Base, Enid, Okla., and Cpl. Robert W., 19, is a flight engineer with the 118th Fighter Squadron. Both the colonel and his elder son are World War II veterans.

COMBAT NEWS

Networks To Submit Facility Needs

NETWORKS and wire services have been asked to prepare minimum requirements for communications facilities which would be necessary in potentially "eruptable" military combat zones, it was revealed last week.

The disclosure came on the heels of exploratory discussions looking toward speedier and improved transmission of radio-press news coverage and involving participation of broadcasting, press and communication company representatives [CLOSED CIRCUIT, Jan. 15].

The meeting, held at the Pentagon last Monday, was called by Maj. Gen. Floyd L. Parks, Army Chief of Information, to discuss ways and means of insuring improved public information transmission from combat zones in future overseas military operations if the occasion should arise.

Representatives from the four major networks (ABC, CBS, MBS and NBC) and the wire services (AP, UP, INS and Press Wireless) met with military authorities and officials of communications companies. They agreed to submit their individual facilities requirements for a "carefully compiled list of hypothetical danger zones in case press and broadcasting services might be required for one or more of these zones on short notice."

The zones were not disclosed, but it was believed that they would include such international tender spots as Japan, Formosa, Germany and others where Soviet Russia conceivably would be expected to strike.

Networks probably will survey locations in which they now maintain circuits, where those circuits might logically be endangered, and in which they have no circuit facilities at all, it was explained. The same would apply to press facilities.

According to present plans, the Signal Corps, the Army's long-line communications arm, would utilize this information at least as a "tentative estimate" of services it would be called upon to furnish all media until commercial communication companies could assume actual operation.

Gen. Parks stated that the Signal Corps, cooperating with the Navy and Air Force, would plan to furnish facilities "during the first shock of hostile action" until commercial firms could send equipment and personnel to the zone. Representatives of RCA communications indicated, in turn, they would provide mobile and semi-mobile equipment to be ready on a standby basis.

The facilities problem was accented with the example of the Korean conflict. Signal Corps spokesmen pointed out that 50% of telegraph printer traffic had been devoted to servicing the press and that, during the Inchon invasion, the total rose to nearly 70%.

U. S. Navy and Air Force representatives who also participated in the preliminary discussions—reportedly the first of their kind in history—were asked to explore the possibility of providing additional floating and flying communications equipment to assist in maintaining the flow of public information "during the early days of an emergency period."

Better Understanding

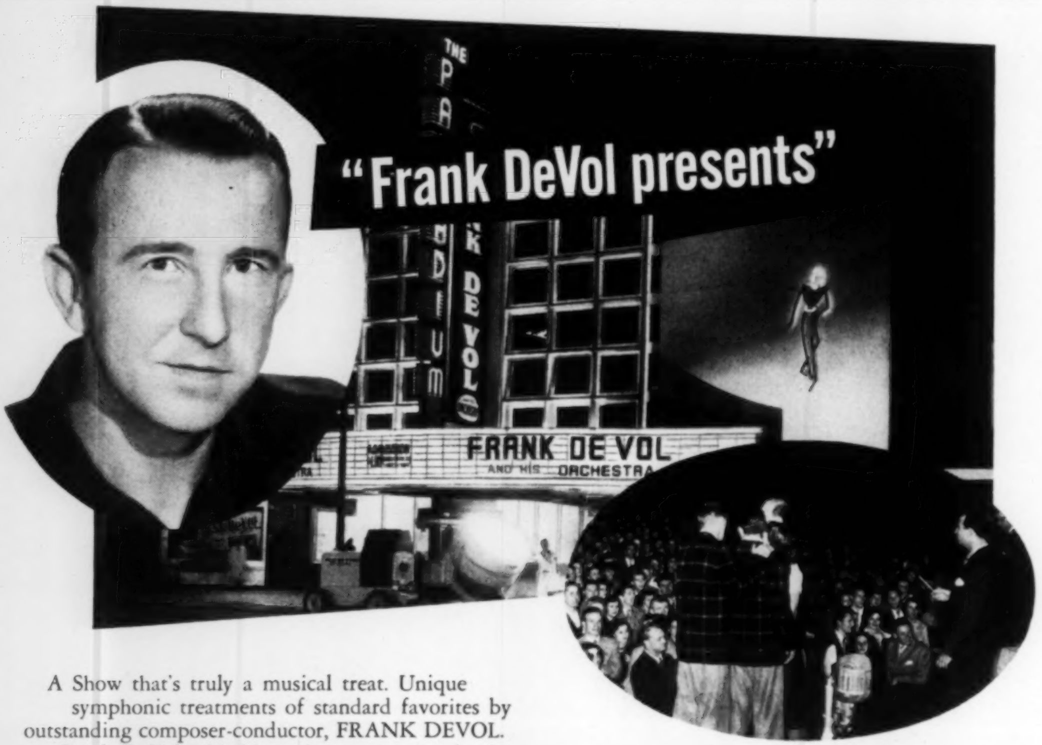
Summing up the results of Monday's meeting, Gen. Parks stated that "at least we understand each other's problems better, and have a better idea of what our mutual responsibilities are."

Plans for assuring clearance of commercial communications personnel in any potential war zone also will be expedited under direction of the Army information office, Gen. Parks added.

Attending the Pentagon session were:

William R. McAndrew, Henry Cassidy and Julian Goodman, NBC; Wells Church, Theodore Koop and Robert Bendick, CBS; Leslie Higbie, MBS; John Madigan, ABC; W. M. Beal Jr., AP; A. S. Harrison and Harry Flory, UP; William K. Hutchinson, INS; William J. McCambridge and Frank H. Christie, Press Wireless; T. H. Mitchell and Roger H. Nash, RCA; Brig. Gen. Eugene Harrison, deputy chief of Information, U. S. Army; Col. Edward M. Kirby, chief, and Capt. Carl Zimmermann, radio-TV branch, Office of the Chief of Information, U. S. Army; Lt. Col. Dayton W. Eddy, Lt. Col. Glen Rierson and Bruce Quisenberry, Army Signal Corps; Maj. Robert Keim, radio-TV branch of the Public Information Office, Dept. of Defense; and Maj. Walter King, Office of the Chief of Information, U. S. Army.

CURRENT monthly bulletin of Greater Cleveland's Radio Council rated WTAM as leader of local and network programs heard. Out of 112 recommended radio shows, WTAM led with 35 local and network shows for 31% of total.


THE PALLADIUM
DE VOL
FRANK DE VOL AND HIS ORCHESTRA

"Frank DeVol presents"

A Show that's truly a musical treat. Unique symphonic treatments of standard favorites by outstanding composer-conductor, FRANK DEVOL. Frank DeVol with his orchestra presents in the regular vocal spotlight, popular (Peg O' My Heart) CLARK DENNIS and the lovely KING SISTERS. Occasional vocal spice is added by inimitable PEGGY LEE and baritone HAL DERWIN.

Another Capitol Library Feature, one half hour per week.

A feature worth $50 per month alone—yet you can have Frank DeVol plus numerous other sparkling library shows on your station for $75 per month the first year and just $50 per month thereafter.

The name of Frank DeVol has reached national prominence in music, radio, and television. You've heard him on the Jack Carson show, the Jack Smith show and other top radio network programs. Southern Californians have enjoyed him on television. An outstanding composer-conductor, Frank DeVol is equally deft with the MC's microphone and his voice gives the show that production polish. It's a show you'll sell to a demanding account. Available in the Capitol Custom Library.

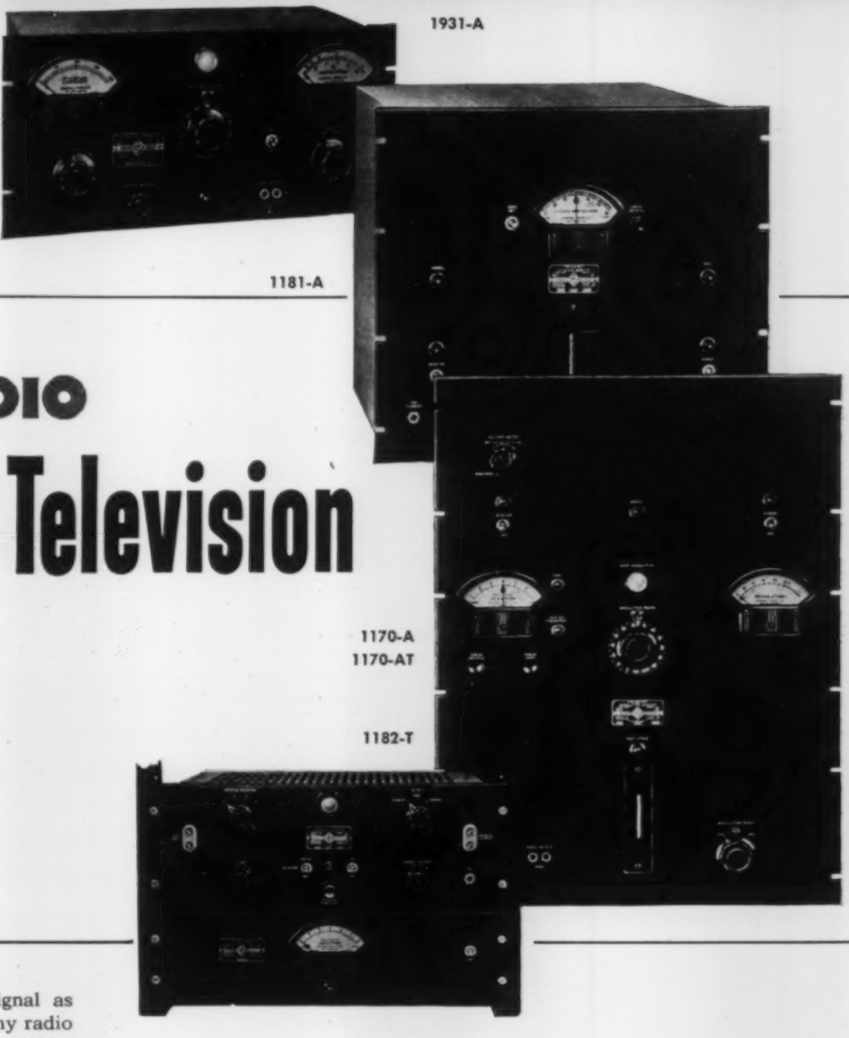
For Custom Library details write or wire..

CAPITOL RECORDS, Incorporated
Sunset and Vine

Capitol RECORDS, INC. BROADCAST DIVISION

BROADCAST DIVISION
Hollywood 28, Calif.

GraybaR recommends



GENERAL RADIO

Broadcast & Television Measuring Equipment

Here's what you need to "watch" your broadcast signal as required by the FCC — whether for AM, FM, or TV. Any radio engineer will O.K. these General Radio monitors, distributed by Graybar, for their maker's products have been radio's favorites for decades.

Illustrated are the Type 1931-A Amplitude-Modulation Monitor, which performs five functions for AM, including measurement of percentage of modulation on either positive or negative peaks; the Type 1181-A Frequency Deviation Monitor for AM, which indicates direction and magnitude of deviation from assigned frequency; the Type 1170-A Monitor for FM and the aural FM channel for TV (1170-AT), which indicates both frequency deviation and modulation percentage; the 1182-T Frequency Monitor for TV video, which indicates transmitter frequency deviation. Complete specifications are available via Graybar.

Graybar has *everything* you need in broadcast equipment . . . PLUS everything for wiring, ventilating, signaling, and lighting for your entire station and grounds! Whatever your requirements – to get the most suitable items most quickly, call your nearest Graybar Broadcast Equipment Representative. *Graybar Electric Company, Inc. Executive Offices: Graybar Building, New York 17, New York.*

4908

Graybar Brings You Broadcasting's Best . . .

Amplifiers (1,23)
Antenna Equipment (23)
Attenuators (8)
Cabinets (15)
Consoles (23)
Loudspeakers and Accessories (1,23,25)
Microphones, Stands and Accessories (1,13,14,16,23,25)
Monitors (12)
Recorders and Accessories (2,9,19,22)
Speech Input Equipment (23)
Test Equipment (1,8,12,24)
Towers (Vertical Radiators) (3)
Tower Lighting Equipment (7,11)
Transmission Line and Accessories (5)
Transmitters, AM and TV (6,20,23)
Tubes (11,16,23)
Turntables, Reproducers, and Accessories (9,19,23)
Wiring Supplies and Devices (4,10,11,13,18,21,25)

Manufactured By . . .

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(2) Ampex
(3) Blaw-Knox
(4) Bryant
(5) Communication Products
(6) Continental Electronics
(7) Crouse-Hinds
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(9) Fairchild
(10) General Cable
(11) General Electric
(12) General Radio
(13) Hubbell
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(15) Karp Metal
(16) Machlett
(17) Meletron
(18) National Electric Products
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(20) Standard Electronics
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Distributor of *Western Electric* products

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EVERYTHING ELECTRICAL TO KEEP YOU ON THE AIR

There are Graybar offices in over 100 principal cities.

These are the Graybar Broadcast Equipment Representatives in key cities:

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BOSTON
J. P. Lynch, Kenmore 6-4567
CHICAGO
E. H. Taylor, Canal 6-4100
CINCINNATI
W. H. Hansher, Main 0600
CLEVELAND
W. S. Rockwell, Cherry 1-1360
DALLAS
C. C. Ross, Randolph 6454
DETROIT
P. L. Gundy, Temple 1-5500
HOUSTON
R. T. Asbury, Atwood 8-4571
JACKSONVILLE
W. C. Winfree, Jacksonville 6-7611
KANSAS CITY, MO.
R. B. Uhrig, Baltimore 1644
LOS ANGELES
R. B. Thompson, Angelus 3-7283
MINNEAPOLIS
W. G. Pree, Geneva 1621
NEW YORK
J. J. Connolly, Watkins 4-3000
PHILADELPHIA
G. I. Jones, Walnut 2-5405
PITTSBURGH
R. F. Grossett, Allegheny 1-4100
RICHMOND
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SAN FRANCISCO
K. G. Morrison, Market 1-5131
SEATTLE
D. I. Craig, Mutual 0123
ST. LOUIS
J. P. Lenkerd, Newstead 4700

Drugs
WTAR
WTAR-TV

Get Your Share of Drug Sales in the Norfolk Metropolitan Sales Area with WTAR and WTAR-TV

Folks in the Norfolk Metropolitan Sales Area—Norfolk, Portsmouth and Newport News, Virginia—are big spenders in drug stores—$14,995,000* to be exact. These same Nor-folks listen most of the time to WTAR, the station that delivers you more listeners per dollar than any other station, or combination of local stations. Mr. Hoopereports prove this. And, when Nor-folks look at television, they must look at WTAR-TV, the *only* TV service in Virginia's First Market.

So, it's just smart for you to let the WTAR and WTAR-TV Combination sell your drug products in the Norfolk Metropolitan Market . . . to get your share and more of sales, at a profit, too. Call us, today, or your Petry man.

*Sales Management—Survey of Buying Power, May 10, 1950

WTAR
WTAR-FM
NBC Affiliate—5,000 Watts Day and Night.

WTAR-TV
CHANNEL 4
NBC, CBS, ABC, and Dumont Television Network Affiliate

Nationally Represented by Edward Petry & Co.

$64 QUESTIONS

Kremer 'Tips' Radio on Defense Against TV

"ONLY a very few radio stations have put up a defense against television in their listening area," Ray H. Kremer, radio director of Lambert & Feasley, New York, maintains.

As a result, Mr. Kremer has compiled a set of questions which he gives to radio station men calling on him. The answers can be used as a sales argument for radio against the inroads of TV.

"Any station that can answer the questions to the satisfaction of clients' agencies should not only keep present sponsors happy but attract a lot of new ones," Mr. Kremer told BROADCASTING • TELECASTING.

The questions follow:

1. How many radio homes does your station reach?

2. How does this circulation compare to the leading newspaper in your area?

3. On a cost per thousand basis (½ hour time charge vs. full page black-and-white) how does your station compare to the leading newspaper?

4. Does your station reach as many homes as the combined circulation of the 5, 10, 20 or 30 leading newspapers in your area?

5. What is your cost per thousand (½ hr. time charge vs. full page black-and-white) in comparison to the combined circulation of these leading newspapers in your area?

6. How does your circulation compare to the leading farm publications in your area?

7. What is the circulation of Life magazine in your area?

8. What is the combined circulation of Life, Look, Colliers and the Post in your coverage area?

9. What is the combined circulation of McCalls, Good Housekeeping, Journal and Companion in your coverage area?

10. How many radio stations compete for audience in your area?

11. What is your day-night share of audience in comparison to all radio competition in your area?

12. How many TV stations are there in your area?

13. How many TV homes are there in your area?

14. Assuming a client intended to use only TV in your area, how many homes would he be missing inside the 50 mile metropolitan area?

15. How many homes would he be missing with TV outside the 50 mile television area?

16. Assuming that eventually all homes inside the 50 mile area will be lost to television, will your station reach more radio families outside than there are TV families inside?

17. Assuming a client wants TV in your area, what other combination of media would you recommend be used to cover your listening area which would give the advertiser the greatest number of impressions per dollar spent?

AAAA MEET

Mobilized Economy Is Theme

"ADVERTISING in a Mobilized Economy" will be the theme of the 33d annual meeting of the American Assn. of Advertising Agencies to be held April 19-21 at the Greenbrier, White Sulphur Springs, W. Va.

Attendance at the meeting is limited to 375 member agency people, media and advertiser guests, and ladies. Thursday, April 19, is set aside for member agency people only. Invited media and advertiser guests will join the sessions on April 20 and 21. Annual dinner will be held on the evening of April 20.

Fairfax M. Cone, Foote, Cone & Belding, Chicago, heads the operations committee on the AAAA board of directors which is in charge of plans for the convention.

MURROW SPEECH

Carolina Newsmen To Hear

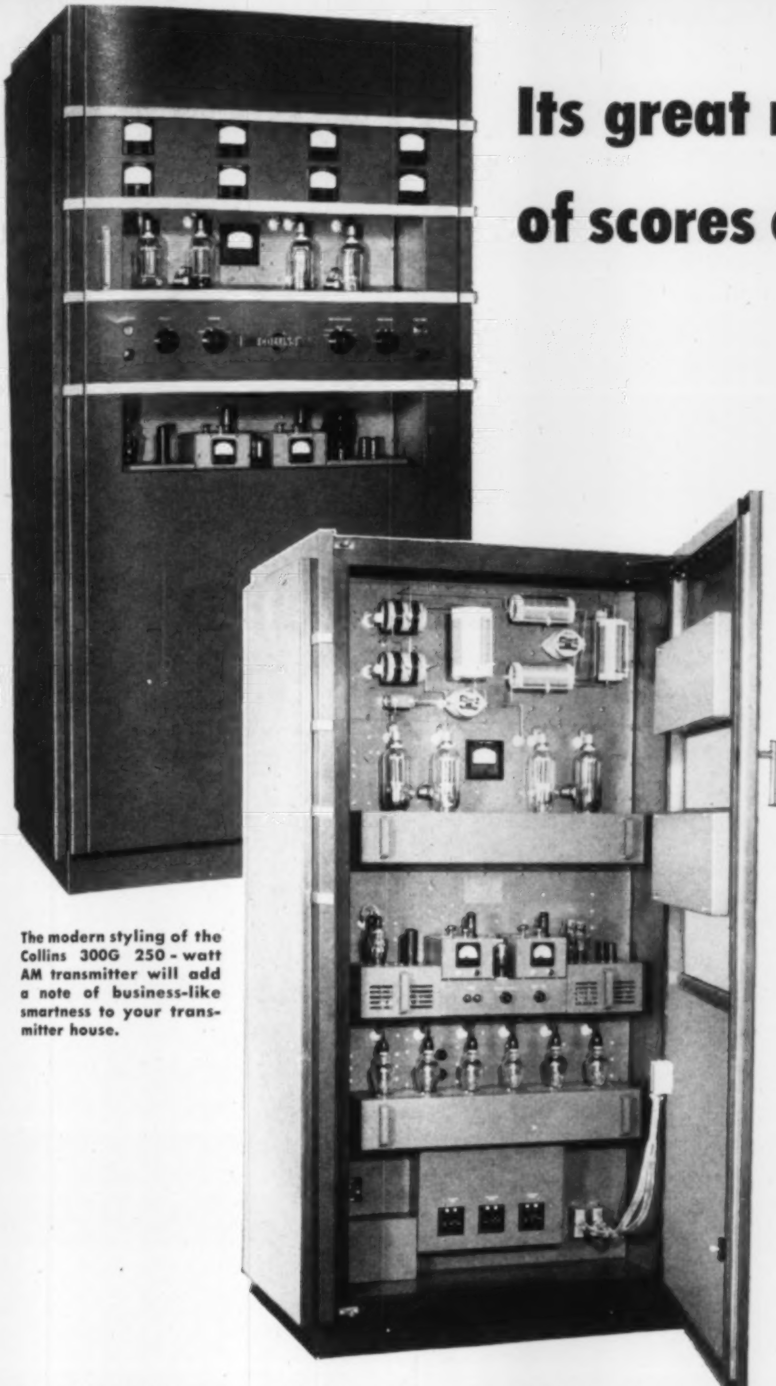
CBS Commentator Edward R. Murrow is scheduled to address a luncheon session of the Carolinas Radio News Directors Assn., which holds its first annual news clinic in Chapel Hill, N. C., Feb. 17. Invitations have been sent to station managers and news directors by CRNDA President F. O. Carver Jr., WSJS Winston-Salem, N. C.

Mr. Murrow also will address an open meeting on the campus of the U. of North Carolina that evening. Gordon Gray, president of the university and WSJS, will introduce Mr. Murrow whose appearance will highlight a day of news panel discussion at the university's Communications Center.

Topics and speakers during morning sessions: "What a News Department Means to the Small Radio Station in Terms of Public Service"—Dick Brown, WEWO Laurinburg; Jim McNeill, WTSB Lumberton; George Allen, WSAT Salisbury, all North Carolina. "What a News Department Means to a Radio Station in Terms of Dollars and Cents"—Nick Mitchell, WFBC Greenville, S. C.; Gren Seibels, WMSC Columbia, S. C.; Jim Dalrymple, WEWO.

Afternoon panel discussions will include: "Why We Believe a Well-Organized News Department Is a Valuable Asset to Every Radio Station"—Harold Essex, WSJS; Richard Mason, WPTF Raleigh, N. C.; Fred Fletcher, WRAL Raleigh. "What the University Communication Center and the School of Journalism Can Do to Equip Radio Newsmen"—J. L. Morrison, assistant professor, U. N. C.; Earl Wynn, director, U. N. C. Communication Center; John E. Young, manager, WNCU, campus station, "What the CRNDA Is Doing to Promote Better News Coverage in the Two Carolinas"—Elmer Oettinger, WNAO Raleigh, chairman of the CRNDA membership committee.

Its great record is on the logs of scores of 250-watt stations



The modern styling of the Collins 300G 250-watt AM transmitter will add a note of business-like smartness to your transmitter house.

All tubes and the twin oscillator units (center) are immediately available from the front. Either oscillator may be selected by means of a switch on the front panel. The other can then be unplugged and removed for servicing, while its twin continues in operation.

. . . a record chalked up by this Collins 300G 250-watt AM transmitter for extraordinary stamina, efficiency, convenience, economy, and above all, reliability.

There are no short-cuts in the 300G. It is a product of sound, thorough engineering, choice components, and painstaking construction to high standards. Read the quality features below and you will know why the Collins 300G is the standard of comparison. Remember that today, in transmitters as in automobiles, *the best costs very little more than the cheapest.*

The 300G is the quarter-kilowatt transmitter for the owner who figures he may have to operate over a long period of shortages through the years ahead. You can trust it to see you through, come what may.

And right now, we can make prompt delivery from stock!

We suggest that you get in touch with your nearest Collins sales office at once, for more complete information.

QUALITY FEATURES

- Full size cabinet
- Dual oscillators
- Motorized tuning
- Pressured cooling
- Complete accessibility
- Full metering
- High safety factors
- Proved reliability
- Superior operating characteristics

FOR BROADCAST QUALITY, IT'S . . .

COLLINS

COLLINS RADIO COMPANY, Cedar Rapids, Iowa

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NEW YORK 18

2700 W. Olive Ave.
BURBANK

1330 N. Industrial Blvd.
DALLAS 2

Dogwood Road, Fountain City
KNOXVILLE

417 Rosalyn Ave.
DAYTONA BEACH

In 1951, month after month afte
the **BIG** ideas will come from

BIG in Showmanship, Leadership and S

sales for World-

TIME-BUYERS! ACCOUNT EXECUTIVES!

Your WORLD-Affiliate station is your best bet for top quality shows locally. Check your WORLD station for "Steamboat Jamboree," the "Dick Haymes Show," "Forward America" and the "Lyn Murray Show." WORLD Commercial Jingles, another WBS special feature, include time and weather attention-getters and all manner of arresting sponsor-identifications for jewelers, furriers, automobile dealers, furniture stores, apparel shops and many more.

WORLD STATIONS HAVE THE SHOWS, THE RATINGS, THE KNOW-HOW!

See Your Local WORLD-Affiliate

WORLD BROADCASTING SYSTEM • 488 MADISON AV

fter month...

n

and Sponsorship that means

rld-Affiliates!

ORLD-Affiliate Station, Or Write

DISON AVENUE • NEW YORK 22, NEW YORK

JOIN THESE WORLD-AFFILIATE STATIONS IN SETTING NEW

SALES RECORDS!

SOLD!

"STEAMBOAT JAMBOREE"

Starring Cap'n Lanny Ross

WKNB	*New Britain, Conn.*	Peter B. Kenney, Mgr.
KFEQ	*St. Joseph, Mo.*	J. Ted Branson, Prom. Mgr.
WTOC	*Savannah, Ga.*	Dwight Bruce, Prom. Dir.
WBRE	*Wilkes-Barre, Pa.*	David M. Baltimore, Gen. Mgr.
KBRO	*Bremerton, Wash.*	Bob Gleason, Prog. Dir.
WCTW	*New Castle, Ind.*	Howard White, Com'l. Mgr.
KPDN	*Pampa, Tex.*	Coy Palmer, Gen. Mgr.

SOLD!

"DICK HAYMES SHOW"

WEBC	*Duluth, Minn.*	Greg Rouleau, Sta. Mgr.
KTBI	*Tacoma, Wash.*	Ed Lovelace, Mgr.
WJLB	*Detroit, Mich.*	George R. Kendall, Prog. Dir.
WTXL	*West Springfield, Mass.*	Lawrence Reilly, Gen. Mgr.
WMBR	*Jacksonville, Fla.*	Charles Stone, Sales Mgr.
WCAX	*Burlington, Vt.*	J. D. Swan. Mgr.
WKJG	*Fort Wayne, Ind.*	Calo Mahlock, Prog. Dir.

SOLD!

"FORWARD AMERICA"

Starring Walter Huston

WIBX	*Utica, N. Y.*	N. W. Cook, Prom. Mgr.
WREN	*Topeka, Kan.*	Max G. Falkenstein, Prog. Mgr.
KQV	*Pittsburg, Pa.*	James Murray, Mgr.
KOL	*Seattle, Wash.*	Archie Taft, Jr., Bus. Mgr.
WTSP	*St. Petersburg, Fla.*	S. J. Kelley, Gen. Mgr.
KCOH	*Houston, Tex.*	Robert C. Meeker, Gen. Mgr.
WJIM	*Lansing, Mich.*	Harold F. Gross, Gen. Mgr.

SOLD!

"LYN MURRAY SHOW"

WWOD	*Lynchburg, Va.*	Jack Weldon, Gen. Mgr.
KFBI	*Wichita, Kan.*	Hale Bondurant, Gen. Mgr.
WIRE	*Indianapolis, Ind.*	M. Wayland Fullington, Prog. Dir.
KSD	*St. Louis, Mo.*	Guy E. Yeldell, Sales Mgr.
WJER	*Dover, O.*	Frank E. Shaffer, Gen. Mgr.
CJAD	*Montreal, Que., Can.*	J. Art Dupont, Gen. Mgr.
KSLM	*Salem, Ore.*	Glenn McCormick, Gen. Mgr.

SOLD!

"WORLD COMMERCIAL JINGLES"

WHDL	*Olean, N. Y.*	John R. Henzel, Gen. Mgr.
WAPO	*Chattanooga, Tenn.*	R. G. Patterson, Gen. Mgr.
KORE	*Eugene, Ore.*	Lee Bishop, Mgr.
WBRY	*Waterbury, Conn.*	Walter Howard, Prog. Dir.
KCRA	*Sacramento, Cal.*	John P. Dupell, Com'l. Mgr.
KWBE	*Beatrice, Neb.*	John Thorwald, Gen. Mgr.
WGYV	*Greenville, Ala.*	W. H. Miller, Jr., Mgr.

editorial

Pittsburgh Smoke Screen

IF THE NEWSPAPER Publishers' Bureau of Advertising had its way, history would record that the City of Pittsburgh died last Oct. 2 and was reborn Nov. 17.

That was the period of a strike that closed Pittsburgh newspapers. The Bureau of Advertising, in full-page ads carried by more than 300 papers, in brochures and strip-films, would have you believe that the strike laid the whole town low.

Happily, there is a Broadcast Advertising Bureau alert enough to see a low blow in this newspaper campaign. BAB's new brochure, which was reported in this publication a week ago, shows up the newspapers' Pittsburgh story for what it is—at best an exaggeration of facts.

There will be more of this kind of thing, we must regretfully predict. Howard S. Barnes, director of the Bureau of Advertising, told the Newspaper Advertising Executives Assn. a fortnight ago that newspapers were heading for the "roughest, toughest competition this business has ever seen." He said that radio and television were especially to be feared.

We think Mr. Barnes is quite correct in his predictions. Radio has only lately begun to know its own strength. It has been helped to a realization of its power by the undermanned and underbudgeted BAB. It will be immeasurably helped to use its power by the new and bigger BAB that is being organized.

One cannot expect newspaper publishers to sit by idly while radio eats into some of the advertising revenue they have been accustomed to receive without exerting more than cursory effort. But we hope that future campaigns undertaken by the publishers will be of a more reliable kind than the Pittsburgh story.

Pittsburgh was not dead between last Oct. 2 and Nov. 17. Sure, people missed their newspapers. But there is no evidence that anyone missed a meal.

Case History

THE McFARLAND BILL has passed the Senate for a third time. That's for the record.

But we have a notion that an incident on the Senate floor prior to S. 658's unanimous approval caught certain FCC policy-makers, once again seeing blue, with red faces. It was easy for them to read between the lines of the rapier-thrusts of Sen. Francis Case (R-S. D.).

Sen. Case knows the FCC from many years of service on the House Appropriations Committee on Independent Offices. Many times in the past he has questioned the use of public funds for pursuits which he regarded outside the FCC's purview.

Sen. Case, as you can read elsewhere in this issue, finds that the FCC has moved from the realm of study of a station's over-all program content to specific programs "to which it objects." This, even though the Communications Act, under which the FCC functions, states unequivocally:

> **No regulation or condition shall be promulgated or fixed by the Commission which shall interfere with the right of free speech by means of radio communication.**

Thus, Sen. Case finds that while the FCC ostensibly does not make rules or regulations dealing with specific programs, it nevertheless, by indirection, and by a process of elimination, is effectively controlling program content. In frowning upon certain kinds of programming, while renewing station licenses, it is making known to licensees its own predilections.

That is censorship by the back door. That was the thesis of the infamous 1946 Blue Book on the Public Service Responsibilities of Broadcast Licensees. It can become a vehicle for overt assaults upon the freedom of television to program without government restraint.

Passage by Congress of the McFarland Bill at this session, which now seems likely, will bring long overdue reforms in procedural processes at the FCC. But the campaign against censorship by the back door—or the lifted eyebrow—can't be waged on the legislative front. The mandate of the law, as Sen. Case points out, can be evaded by adroit phrase-making, and by intimidation. Eternal vigilance, as always, is the only answer for freedom of the media of expression.

The Inside With Outler

DOWN GEORGIA way, Johnny Outler, manager of the WSB stations, from his vantage point of both AM and TV operations, had something to say about radio "yesterday and tomorrow."

He said it's inventory time for radio broadcasting—time to check the merchandise and time to inventory the broadcaster's own attitude. "Radio's one great fear today is—radio," he averred, "not TV, not the printed page, but an indifference toward our own end product—our programs."

Radio's sage of the South certainly uncorked a couple of mouthfuls. They ought to be heard, in toto, by the whole aggregation of broadcasters and telecasters at the next annual convention of the NAB (or will it be NARBT?) in April.

It's Radio, 2 (or 3) to 1

SEARCH the records of world commerce, art and industry and you won't find anything that can hold a candle to the development of the broadcast media. Radio was the front-runner in the turbulent twenties. And TV has been the bright star since World War II.

The amazing thing has been that the broadcast twins, which some thought mutually exclusive, have romped along hand in hand. Radio, which was to dry up and blow away in the minds of some, actually has done just the reverse. It has defied the law of "saturation," which it seemingly had reached several years ago, with 95% of the nation's homes possessing at least one receiver. That is more by quite a bit than the number of homes with bathtubs, or inside plumbing; more than the number of tooth brushes in use.

Yet in 1950, TV set sales totalled 7,250,000, while radio sales, in a "saturated" medium, exceeded 14 million with more than 90 million sets installed in homes and in automobiles.

Underscoring the radio circulation story at the local level is a survey made in Buffalo by the enterprising *Evening News* stations (WBEN-AM-TV-FM). By the simple expedient of checking local distributors they found that TV sets sales were booming, but radio sets are outselling them two or three to one.

Frank W. Kelly, WBEN station manager, says that perhaps some of the radio set sales were secondary sets, and that others may have resulted from the emergence of the TV set into the living room. But people don't spend money for instruments they do not use.

The WBEN type of survey is one that can be emulated in any market. It provides *prima facie* proof of circulation. That's all the printed media seek to prove.

our respects to:

THOMAS FRANCIS O'NEIL

HE'S A big man, six feet four inches tall, and since he was five years old his friends have called him "Ox." Thomas Francis O'Neil's brother Bill was the first to give him that name, mainly because he could never quite catch up to his bigger brother's height. Mr. O'Neil's associates still find it appropriate, not only because of his impressive bulk, but for his prodigious working ability as well.

At present, Mr. O'Neil is vice president and director of Yankee Network as well as vice chairman of the MBS board of directors. He is also vice president and director of General Tire and Rubber Co., Akron, Ohio, founded by his father, President William O'Neil. His brother Bill owns WJW Cleveland.

Tom O'Neil went into the family business right after graduating with an AB degree from Holy Cross College, Worcester, Mass., in 1937. At first he was in charge of the General Tire Acceptance Corp's time payment plan at General's Los Angeles tire store.

Later, Mr. O'Neil became a general line salesman in the wholesale field, working in the promotion and merchandising end of General's Pacific Coast retail sales division.

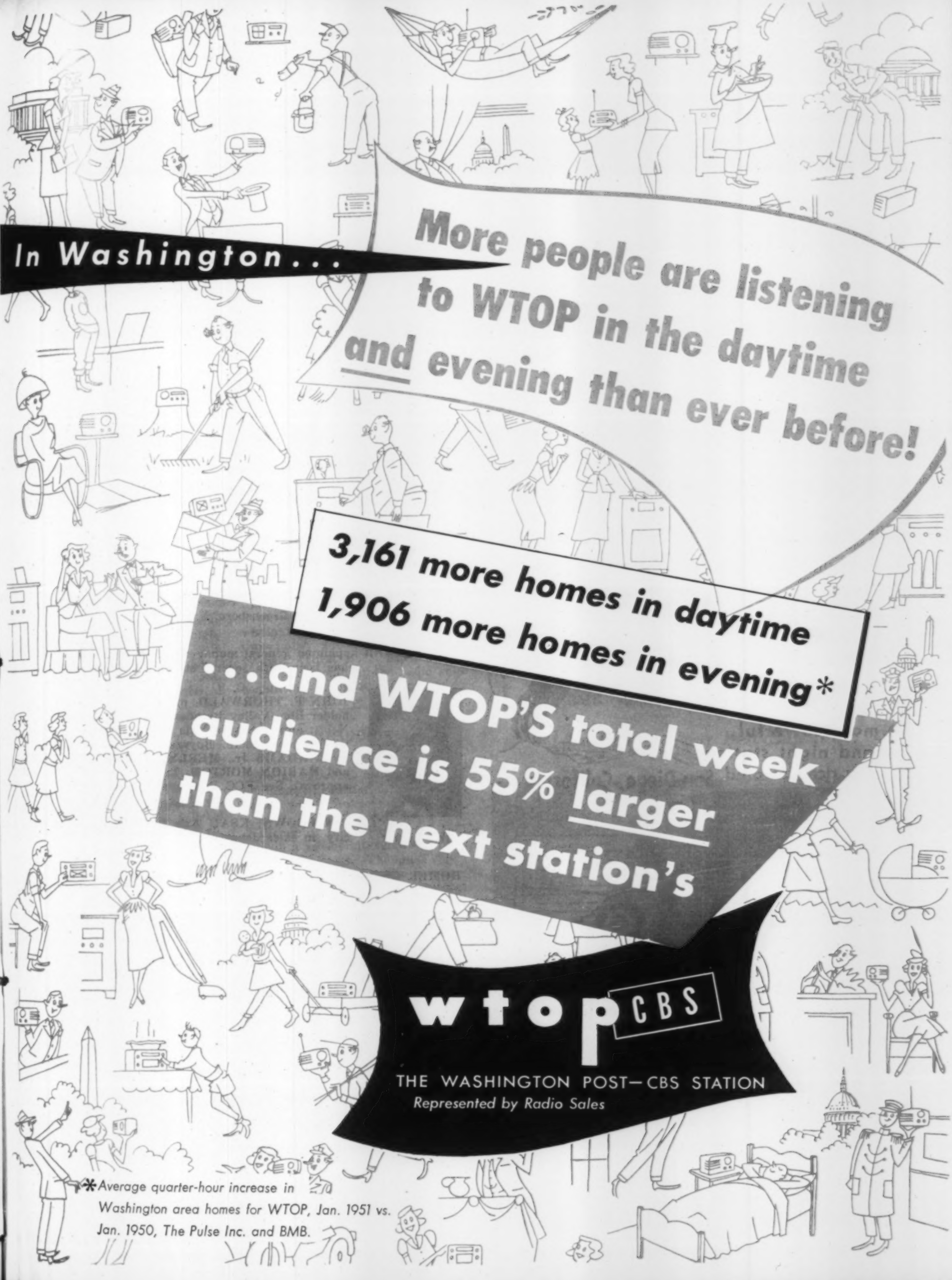
When the government began its stockpiling of rubber in 1940, he was sent to Washington and placed in charge of all government sales for General Tire. Four years service in the U. S. Coast Guard during World War II cemented Mr. O'Neil's relations with the government. He served in the Pacific area as skipper of an LST, rising from second class petty officer to lieutenant.

After leaving the service in September 1946, he was named vice president and general manager of General's Boston tire store. Without previous radio experience, he joined the Yankee Network in December 1947 as vice president and director.

He liked his new work and he liked radio. Yankee Network has 29 radio affiliates in the New England area and one TV station (WNAC-TV Boston). In February 1948 he became a member of the board of directors of MBS, about 19% of whose stock is held by Yankee (General Tire), and in April 1949 was elected vice chairman.

In the recent $12,320,000 purchase by General Tire of the Don Lee Broadcasting System, including Don Lee's 19% interest in MBS, Thomas O'Neil represented General Tire. The sale was one of the largest in radio history, and it is planned that he will assume overall direction of the newly acquired Pacific Coast

(Continued on page 49)



In Washington . . .

More people are listening to WTOP in the daytime and evening than ever before!

3,161 more homes in daytime
1,906 more homes in evening*

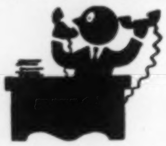
. . . and WTOP'S total week audience is 55% larger than the next station's

wtop CBS

THE WASHINGTON POST—CBS STATION
Represented by Radio Sales

**Average quarter-hour increase in Washington area homes for WTOP, Jan. 1951 vs. Jan. 1950, The Pulse Inc. and BMB.*

front office



E. NEWTON WRAY, vice president KTBS Shreveport, La., elected president. Mr. Wray's election follows recent transfer of stock within company [BROADCASTING • TELECASTING, Dec. 25, 1950].

Mr. Wray

LEE RUWITCH, vice president and general manager WTVJ(TV) Miami, elected to board of directors.

BULMER & JOHNSON Inc., Minneapolis (station representative), appointed exclusive radio regional representative for WJON St. Cloud, Minn.

EDGAR PARSONS, assistant manager and national sales manager WOL Washington, resigns to become radio-TV director American Automobile Assn., Washington.

ROY HOLMES, sales and traffic departments NBC, appointed sales manager WINS New York.

DAN HYDRICK Jr., manager WEAB Greer, S. C., to WDYK Cumberland, Md., in same capacity.

JAMES C. COLE, manager WWGP Sanford, N. C., to WJER Dover, Ohio, as manager.

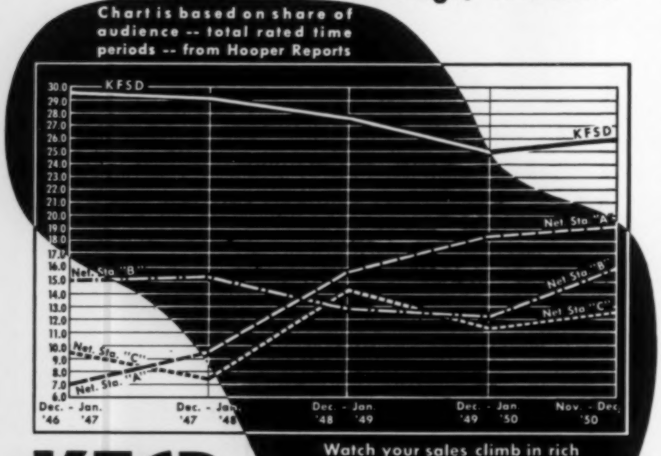
MacGREGOR EADIE, assistant manager continuity acceptance department NBC Western Div., to network's Hollywood TV outlet KNBH as account executive. He replaces **JOHN MARKEY**, resigned to join Consolidated Television Productions Inc., Hollywood (TV syndicate).

STEVE DaCOSTA, new to radio, to KCMJ Palm Springs, Calif., as account executive.

JAMES H. McKNIGHT appointed to sales staff WTAG Worcester, Mass. He was with WMAW Milwaukee and WIBC Indianapolis.

STAY ON TOP With KFSD

The most powerful day and night station covering rich, isolated San Diego, California



Watch your sales climb in rich San Diego ($83 million industrial payroll alone) . . . reached daily with "stay-on-top" KFSD!

KFSD
NBC

The *ONLY* 5000 watt Day and Night Station in San Diego . . . Dial 600

Represented Nationally by PAUL H. RAYMER CO.
BOSTON • CHICAGO • DETROIT • LOS ANGELES • NEW YORK • SAN FRANCISCO

ROBERT E. POLLOCK, manager KPUG Bellingham, Wash., appointed general manager KPUG, KBIO Burley, Ida., and KSEM Moses Lake, Wash., all owned by the same interests. **JAMES L. HAMSTREET**, manager KAVR Havre, Mont., to replace Mr. Pollock as manager of KPUG.

Mr. Pollock

Mr. Hamstreet

WJR Detroit stockholders re-elected the following officers at annual meeting: **G. A. (Dick) RICHARDS**, chairman of the board; **JOHN F. PATT**, president; **WORTH KRAMER**, vice president and general manager; **GEORGE W. CUSHING**, vice president; **G. F. LEYDORF**, vice president, and **WILLIAM G. SIEBERT**, secretary-treasurer.

ROSS R. CALLAWAY named account executive in sales service department WJR Detroit. He has been active in public relations and sales promotion work in Detroit.

ROBERT LAMBE, commercial manager WFMY-TV Greensboro, N. C., appointed general sales manager WTAR-AM-FM-TV Norfolk, Va.

Mr. Lambe

JOSEPH A. PACE, sales department WKAP Allentown, Pa., appointed manager WNAR Norristown, Pa.

JULIAN KAUFMAN, assistant commercial manager KPHO-TV Phoenix, appointed commercial manager.

HOWARD HAMAN and **PHIL KILMER** to KXOA Sacramento, Calif., as account executives.

OSCAR P. LUTZ, Maxwell House Div. of General Foods Corp., N. Y., to Independent Metropolitan Sales, N. Y. (station representative).

WILLIAM S. BASKERVILLE Jr., commercial manager WSPB Sarasota, Fla., to sales staff WFMY Greensboro, N. C.

KEN KILMER appointed general manager KBOE Oskaloosa, Iowa. He has been with several stations in Iowa and Virginia.

Mr. Kilmer

JOHN F. THORWALD, president and majority stockholder Blue Valley Broadcasting Co. (KWBE Beatrice, Neb.), announced the sale of his interest in company to five stockholders. Buyers are: **JOE D. GOLDBERG, T. E. ADAMS Jr., MERLE G. JONES, M. E. DOLE** and **MARION MORTON**. Transaction is pending FCC approval. See FCC ROUNDUP this issue.

JIM BROWN, KSAN San Francisco, to KSFO same city, in sales department.

HOMER GRIFFITH, director of national sales Western Division Progressive Broadcasting System, Hollywood, resigned.

Personals . . .

JAMES M. COX Jr., vice president James M. Cox stations (WHIO-AM-FM-TV Dayton, WSB-AM-FM-TV Atlanta), and Jan Streat, married. . . . **EDWARD R. MURROW**, vice president and director of public affairs CBS, will receive honorary degree of Doctor of Journalism from Temple U., Philadelphia, Feb. 20. . . . **RICHARD WALSH**, account executive KGER Long Beach, Calif., elected first vice president and program director Long Beach Advertising & Sales Club. . . . **Col. ROBERT R. McCORMICK**, editor and publisher *Chicago Tribune* (WGN Chicago), will be adopted into Chippewa Indian tribe March 26.

ROBERT O. REYNOLDS, vice president and general manager KMPC Hollywood, elected president board of directors Boys' Club of Hollywood. . . . **C. LESLIE GOLLIDAY**, part-owner and general manager WEPM Martinsburg, W. Va., presented Distinguished Service Award by the Martinsburg and Berkeley County Junior Board of Trade. . . . **GENE W. LEE**, vice president and general manager KFXM San Bernardino, Calif., named communications coordinator for civil defense for both city and county of San Bernardino. He currently holds same post for Red Cross.

HILL BILLS

Touch Slander, Obscenity

SUNDRY bills affecting the questions of obscene matter in communications, political broadcasts and rights of individuals in cases of libel or slander by Congressmen are being considered in Congress.

A political candidate for national public office would have to designate the person or association paying the tab for his broadcast or telecast under a bill introduced in the House by Rep. W. R. Poage (D-Tex.)

The measure (HR 1768) would set a fine of $1,000 or one year in prison, or both, for violators. Another section of the bill would require a like identification on cards, pamphlets, circulars, advertisements, and similar methods of circulating political propaganda.

According to the Congressman, the legislation was introduced as a deterrent on criticism that has been leveled against candidates in the past for not revealing who was paying for their campaigns. Mr. Poage would suggest some type of tagline on the air as: "This time was paid for by ——————."

The Senate has passed a bill (S 27) which would prohibit obscene matter in interstate commerce. The legislation, which would amend the United States Code, was authored by Sen. Pat McCarran (D-Nev.).

Its provision affecting radio, reads in part: "Whoever knowingly transports . . . for purpose of sale or distribution, any obscene, lewd, lascivious, or filthy . . . image, cast, phonograph recording, electrical transcription or other article capable of producing sound . . . shall be fined not more than $5,000 or imprisoned not more than five years, or both." Sec. 1464 of the U. S. Criminal Code already bars "obscene, indecent, or profane language by means of radio communication," with fine up to $10,000 or two-year imprisonment, or both.

Proposal to give an individual the right of action against the government if he has been injured by a privileged libelous or slanderous statement by a member of Congress has been dropped in House and Senate hoppers.

The legislation would not change the status of Congressmen, however, whose remarks and statements are privileged under the Constitution, but the government would bear the loss of any injury to an individual and would pay the proven damages.

The House bill (HR 2130) was introduced by Rep. Winfield K. Denton (D-Ind.), the Senate version by Sen. Lester C. Hunt (D-Wyo.).

VANCE NAMED

Heads Taylor Dallas Office

FRED VANCE, sales executive of WOAI San Antonio, joins the O. L. Taylor Co., station representative, on Feb. 15 as manager of the firm's Dallas office.

Mr. Vance

Prior to his association with WOAI, Mr. Vance had been national sales manager of KTSA San Antonio. Before that he was circulation manager with a newspaper and commercial manager of WEEK Peoria. During his four years of active service in World War II he attained the rank of lieutenant commander in the Navy.

PROBE AUTHORITY

Committee Wants Extension

SENATE Interstate & Foreign Commerce Committee asked the Senate last week to renew its investigatory authority in the field of radio communications. That power automatically ceased at the close of the 81st Congress.

The request was in the form of a resolution (S. Res. 55), which would extend the time for investigation of problems affecting airlines, merchant marine, transportation, radio, telegraph and telephone communications. This is the authority under which the Senate committee has set itself up as a "watchdog" on FCC activities. Close associates of the committee, however, do not expect any new investigation into radio-communications policy, such as that conducted by Sen. Ernest W. McFarland (D-Ariz.), chairman of the radio subcommittee, in the 81st Congress.

Respects

(Continued from page 46)

regional network, which serves 45 affiliates, in addition to his present duties with Yankee and Mutual.

Radio is adapting itself to the challenge of television, Mr. O'Neil said in a recent interview with the Associated Press. Though TV has had a substantial effect on listening habits in many homes, he believes that radio is far from dead and that it will maintain its place as an essential element in commanding the attention of consumers.

Always a traveling man, young Tom O'Neil moved to Ohio soon after his birth April 18, 1915, in Kansas City, Mo. His mother was the former Grace Agnes Savage. He attended public schools in Akron before going on to Worcester, Mass., and Holy Cross.

He married a June bride, Claire McCahey of Chicago, in 1946. They have two children, Shane and Eileen, two and four years old, respectively. They live in Riverside, Conn.

Mr. O'Neil makes his headquarters at Yankee's New York office, 250 Park Ave. He is a member of the Algonquin Club in Boston, and his hobbies are the outdoor kind—golf and tennis.

KLZ

DENVER'S No. 1 HOOPER STATION

- **More Sets-in-Use**

  Hooper surveys (Nov.-Dec. 1950 compared to Nov.-Dec. 1949) show *over 15% more sets in use in Denver now!*

- **Higher Hoopers**

  KLZ shows greatest audience gains of any Denver station! See Nov.-Dec. 1950 Hoopers. KLZ is Denver's top Hooper Station.

- **Greater BMB Gains**

  KLZ shows the largest increase of any Denver station . . . over 10% . . . in both daytime and nighttime BMB (survey No. 2).

. . . Your Best Buy Is

KLZ

DENVER

5000 W CBS 560 KC

Represented by

THE KATZ AGENCY

SOIL CONVENTION

Radio Committee Sets Plans

ABOUT 2,000 soil conservation leaders are expected to be on hand to hear Secretary of Agriculture Charles F. Brannan open the annual convention of the National Assn. of Soil Conservation Districts, to be held in Oklahoma City Feb. 20-22.

Sandy Saunders, WKY Oklahoma City farm director and chairman of the radio committee for the convention, invites all radio farm directors to contact him, or the Oklahoma City Chamber of Commerce, for any service needed. In addition, the station will furnish five-minute transcribed interviews with delegates from any radio station's area at the request of those farm directors unable to attend the convention.

The National Farm and Home Hour, NBC network program, will originate a portion of its broadcast Feb. 24, from WKY.

KBA CLINIC

At Lexington, Feb. 23-24

FIRST ANNUAL Clinic for Radio Broadcasters at the U. of Kentucky, Lexington, has been announced for Friday and Saturday, Feb. 23-24.

The clinic has been arranged by the Dept. of Radio Arts, U. of Kentucky, in co-operation with the Kentucky Broadcasters Assn. Among featured topics will be sports announcing, audience measurement, radio law as it pertains to taxation of radio and the place of Kentucky's radio stations in the civil defense program.

It was noted that registration is flexible and that those attending may deduct for luncheons or other events that they may not wish to attend.

MARY MARGARET McBRIDE, ABC star, having radio studio built into her duplex apartment so she can broadcast directly from there on inclement days.

Conferring on the new Minimax-sponsored programs are (l to r): Seated, Mr. Nahas and Mr. McBride; standing, Bill Bryan of Wilhelm-Laughlin-Wilson & Assoc.; H. C. Evans, KXYZ commercial manager; Mr. Pfeifer, and Don Davis of Minimax.

* * *

MINIMAX BACKS

Ziv Shows Over KXYZ

MINIMAX Better Food Stores has contracted for five hours of time weekly for 52-weeks on KXYZ Houston, featuring big-name package shows produced in Hollywood by the Frederic W. Ziv Co., Cincinnati.

The purchase reportedly is one of the largest amounts of local radio time bought in Houston history.

Five different shows comprise the package. They are, *Wayne King Show*, *Philo Vance*, *Cisco Kid*, *Meet the Menjous*, and *Showtime from Hollywood*.

Ray McBride, vice president and general manager of Minimax, said "radio is no good without good programming," and "Minimax is bringing top-notch entertainment to Houston listeners."

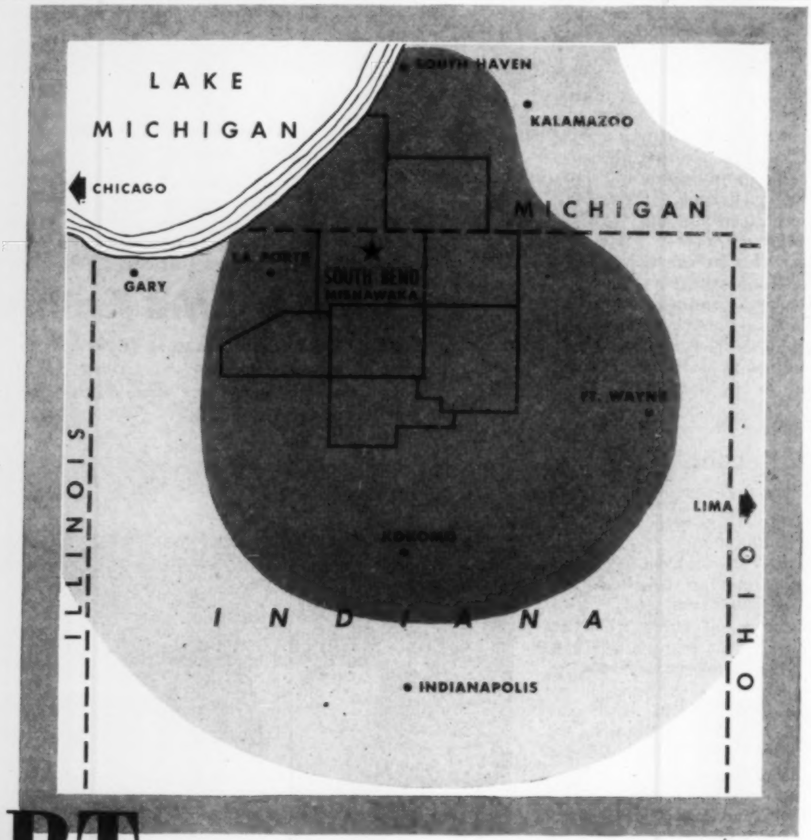
Lafe R. Pfeifer, of the Ziv Co., completed final negotiations with Minimax and Fred Nahas, KXYZ executive vice president and general manager, for exclusive local rights. Wilhelm-Laughlin-Wilson & Assoc., Houston advertising agency, handles the account.

CINCINNATI IRE

Sets April 14 Meet

SIX PAPERS are scheduled to be presented at the Spring Technical Conference of the Cincinnati Section, Institute of Radio Engineers, Saturday, April 14, at the Engineering Society Headquarters Bldg., Cincinnati, Ohio.

Advance registration and reservation for the luncheon and banquet may be made by mail. Registration may also be made at the door on the morning of the conference. Hotel rooms are available for those who specify their needs with advance registration. The registration fee is $1.50.



WSBT GIVES YOU BONUS COVERAGE!

The South Bend-Mishawaka trading area — all by itself — is a market worth covering. Over half-a-million people live in these eight counties alone. They spend nearly half-a-billion dollars a year on retail purchases.

And that's just *part* of WSBT's primary coverage! The entire primary area takes in 1½ million people who spend nearly $1½ billion a year. That's what we mean by *bonus* coverage!

Want your share of this big, rich bonus? It's yours with WSBT, the only station which dominates the entire market.

WSBT SOUTH BEND
5000 WATTS • 960 KC • CBS

PAUL H. RAYMER COMPANY • NATIONAL REPRESENTATIVE

LOYALTY ISSUE

RTDG To Support Members

RESOLUTION to "support, protect, and sustain" any member refusing to answer the CBS loyalty questionnaire was adopted unanimously by the New York local of Radio and Television Directors Guild last week.

Although appreciating "the responsibility of the broadcaster in this time of national emergency. . ." and approving "the expressed aim of averting possible sabotage and subversion. . ." The guild nevertheless "deplored the method employed . . ." by CBS. The resolution continued:

> We do not believe that this means will achieve the end. We believe that it will do harm to innocent persons. We do not feel it proper for a private corporation to assume powers belonging to the federal government and for the policing of which governmental agencies exist. We resent the admission of the element of political faith into the determination of a man's right to work.
>
> And while we respect the legal privilege of the employer to ask questions of his employes, we equally respect the individual's right to refrain from answering those questions. The individual's abstention in no way to prejudice his position nor in any way to be regarded as self-incriminatory.
>
> Therefore be it resolved that the Radio and Television Directors Guild will employ every means at its disposal in the support of its position and to protect and sustain in his job at CBS any one of its members who refuses to answer the form in question.

Re-election of Jack Glenn, senior director of "March of Time," as president of Screen Directors Guild was announced last week in New York at the close of the guild's sixth annual convention.

Other officers elected were:

Dana Noyes, first vice president; Leslie M. Roush, second vice president; Alexander Gansell, recording secretary; Hans Mandell, corresponding secretary; Edward Seward, treasurer; a board of governors composed of guild officers and George L. George, Joseph Henabery, William Resnick, Warren Murray, Herbert Kerkow; and an auditing committee composed of Henwar Rodakiewicz as chairman, Redmond Farrar, and Paul Falkenberg.

RURAL KRVN

New Nebraska AM Daytimer

KRVN Lexington, Neb., styled as "The Rural Voice of Nebraska," went on the air for the first time at 7:30 a.m. Feb. 1. The new daytime station operates on 1010 kc with 25 kw. It is owned by some 4,000 individual farmers, each having one vote, and several hundred farm organizations, each having one vote also.

Max Brown is station manager. Duane I. Nelson, formerly assistant extension editor, U. of Nebraska, is farm service director. Licensee is the Nebraska Rural Radio Assn.

Plans for the station were begun in 1949. The local Chamber of Commerce lent the corporation, which operates the station, some $20,000 and provided about 30 acres of land as inducements to have the station located in Lexington, station officials reported.

Local newspaper, *The Lexington Clipper*, congratulated the station on its opening. In an editorial, Lloyd Kain, owner-editor, said: "We have no idea that KRVN is going to help out our advertising schedule. However, we do harbor the belief that the station will be a distinct asset to our community as a whole, and that is all that really counts."

RADIO NEWSMEN

Minn. Meet Set Feb. 16-17

RADIO news will be discussed in informal and formal session by representatives from six states at the Fifth Annual Radio News Short Course at the U. of Minnesota's school of journalism Feb. 16-17. Northwest Radio News Assn. will hold its annual meeting in connection with the course. Charles D. Hilton, KGLO Mason City, Iowa, news director, is president of NRNA.

In addition to the newsmen's talks, Sen. Estes Kefauver (D-Tenn.) will speak on the crime problem which his special Senate committee is investigating. Philip Potter, of the Baltimore *Sun*, and Herbert Lewis, editor, St. Paul *Pioneer Press*, will tell of their experiences in Far East reporting.

Radio newsmen on the program include Chick McCuen, KRNT Des Moines; Dean Montgomery, KELO Sioux Falls; Mr. Hilton; Donald M. Richardson, KAUS Austin, Minn.; William Krueger, KDAL Duluth; Paul Ziemer, WKBH La Crosse, Wis.; Julian Hoshal, KYSM Mankato, Minn.; Glenn Flint, WDAY Fargo, N. D.; John Leslie, WDGY Minneapolis; Bob Redeen, WOC Davenport, Iowa; Bill Ingram, Sandy Miller and Brooks Henderson, KSTP Minneapolis-St. Paul; Baskett Mosse, radio journalism professor, Northwestern U., who directs news programs of the two Evanston, Ill., stations.

Other participants:

Charles E. Swanson, Minnesota journalism professor; Col. E. B. Miller, Minnesota civil defense director; Ed Brant, northwest field representative of UP; George Moses, Minneapolis bureau manager of AP; Paul Presbrey, of the *Minneapolis Star*, and Sheriff Ed Ryan of Hennepin County, Minnesota.

WPTR Now All-Nighter

WPTR Albany, 50 kw outlet of the Patroon Broadcasting Co. Inc., began round-the-clock operation Feb. 5, thereby becoming the only all-night station between New York City and Buffalo, Robert L. Coe, WPTR general manager, announced. W. Russell David Sr., vice president in charge of engineering, pointed out that the station will be off the air only 6 hours weekly, from midnight Sunday to 6 a.m. Monday, so that transmitter and studio equipment can be properly maintained.

THE FACTS

TO THE FOUR CORNERS of 21 great northeastern markets go the powerful 50,000 watts of pioneer station WGY. WGY guarantees the coverage, impact, penetration and results needed to sell your product in an area with a *population larger than Kansas City, Missouri and Hartford, Connecticut combined,* and *retail sales greater than Cincinnati, Ohio and Portland, Maine combined.*

COVERAGE

WGY covers 21 major metropolitan markets in 53 counties of five northeastern states. The next best station reaches only 10. In the total 53 county coverage area 2,980,000 people spend over *two billion 500 million* dollars on goods purchased each year.

IMPACT

WGY has 36% more audience in the daytime and 45% more audience at night than a combination of *10 top-rated stations in its area.* (WGY weekly audience 451,230—10 station weekly audience 313,080.)

PENETRATION

WGY penetrates eight counties in its daytime area and nine in its nighttime area which are not reached at all by *any other* Capital District radio station. In addition WGY has in its primary area day and night *23 counties.* Station B has *five* counties, Station C *three* counties, and Station D *three* counties.

RESULTS

WGY produces results. One 1-minute participation brought $700 in mail orders for a $1 pair of gloves. Further participations brought $25,000 worth of business which completely swamped the plant in Gloversville, N. Y. WGY brought an implement dealer $52,000 worth of business from *one* spot a week. This series cost him $1300.

This power-packed, sales-filled combination of coverage, impact, penetration and results, amazingly enough, can be yours at a *lower cost* than any combination of stations in the area needed to reach the same markets! Call NBC Spot Sales or WGY's Sales Department today!

810 on your dial
50,000 Powerful watts
affiliated with NBC

WGY

A GENERAL ELECTRIC STATION

Represented Nationally by NBC Spot Sales

All Accounts

(Continued from page 12)

Evening Post.

In 1933, on the eve of FDR's inauguration, the *Post* was sold by the Curtis interests to David Stern, an FDR supporter. Many of the staff left. Reporter Bidwell, as one who stayed on, was assigned to cover the inauguration ceremonies in Washington. "I wrote it as I saw it," he reflects, "and when it was published, I was fired, the city editor was fired, and the editor-in-chief was fired."

Turning next to publicity, the young Mr. Bidwell organized the firm of M. Oakley Bidwell Assoc.

To attract clients, Mr. Bidwell and one of his partners, William L. O'Donovan, now general manager of Celanese Corp.'s Yarn Div., would take elevator rides to the tower and converse distinctly of large accounts so as to be overheard. Some business resulted, but in time the young publicist shifted to a brief association with Carl Byoir & Assoc., New York, and then to the position of advertising manager of *Arts and Decorations* magazine, which went out of business in 1937.

Having "brushed against" advertising in his publicity days, when he wrote and announced a show over WMCA New York on behalf of a dry shampoo for dogs, Mr. Bidwell decided to make the rounds of advertising agencies. This proved unrewarding, and he proceeded to take the advice of Bryan Houston, now executive vice president of Sherman & Marquette, to "start at the bottom of merchandising." He became a salesman for the Birdseye Div. of General Foods in St. Louis.

After he had some sales experience behind him, Ray Sullivan of Ruthrauff & Ryan Inc., New York, one day asked him if he would like to become advertising manager for a drug firm. He flew to New York and a meeting with Matthew B. Rosenhaus, president of what later became the Serutan Co. As Serutan's new advertising manager, he was thrust into broadcasting, with his own studio and recording-distribution set-up and responsibility for a daily health show, a musical show and several news programs over MBS.

Joins Army

World War II came, and he left Serutan Co. for the Army, serving 3½ years in the Pacific and emerging a colonel in the General Staff Corps.

In January 1946 Mr. Bidwell joined Benton & Bowles as an account executive and subsequently was promoted to a vice presidency and account supervisor.

His "hobbies" are participation in military activities and an interest in dogs. A member of the National Guard from 1928 to 1941, he has been active in the reserve since World War II and currently has a mobilization assignment to G-1, First Field Army.

AN UNINVITED, unwanted and unsympathetic guest in the form of Jack Frost kept all but three of a hundred expected guests away from the Mississippi Broadcasters Assn. meet which had been scheduled for Jackson Feb. 1-2 [BROADCASTING • TELECASTING, Feb. 5]. Present were (l to r) Bob Evans, manager WELO Tupelo and secretary-treasurer of MBA; Peter J. S. King, SESAC field station relations representative, and Reeves Whirley, WELO commercial manager. Mr. Evans, whose sense of humor retained its warmth, called the roll in the open! According to Mr. King, MBA hopes to reschedule the meeting for March, which they hope will come in like a lamb and leave the same way.

Married to Frances Dunwody Jones in 1933, Mr. Bidwell is father of an 11-year-old son.

When asked his advertising viewpoint, Mr. Bidwell paused for consideration and a drag on his pipe. "Well, part of it is to resist the ever-present impulse of both agents and clients to change simply for the sake of changing. Too many outstandingly successful themes and programs have been shelved too soon. The business is full of stories of successful people who have stuck, year in and out, with one basic theme. Unfortunately, changes are often made simply to show that agency executives are 'on the ball'."

RADIO HANDBOOK

Set as Conference Project

PREPARATION of a handbook for station personnel has been set as one of the major projects for radio and other participants at the U. of Oklahoma's annual spring Station Problems Conference in Norman, Okla., March 9-11 [BROADCASTING • TELECASTING, Feb. 5].

Among the topics proposed for inclusion in the handbook, for which committees will be appointed, are FCC regulations, public relations responsibilities, station policies on religion and politics, American system of broadcasting, client relations and notes to announcers and continuity writers.

Among those slated to work on the handbook are: William O. Wyseman, WOW Omaha; Monty Mann, Glenn Advertising Agency; Hoyte Andreas, WKY-AM-TV Oklahoma City; Edgar Bell, KTOK Oklahoma City; James R. Curtiss, KFRO Longview, Tex.; Betty Jo Hughes, KSMI Seminole, Okla.

Strictly Business

(Continued from page 16)

San Francisco office, the West Coast for Petry's 36 radio and 12 television stations in national markets, is a good example of the theory that in order to sell you must believe in what you are selling. He maintains, with his organization, that "any advertiser can, and most advertisers should, use spot radio and television."

The pattern for selling in his particular job is based on the belief that representative selling is the "art of anticipation and follow-through supported by a deep competitive knowledge of markets and station operations with an ability to present them."

At one point in Chet's early career it looked seriously as though the sales field might lose out to the literary when during the 30's he was busy collecting as much as 25 cents per word for various articles in magazines and newspapers. It eventually proved to be literature's loss as Chet decided to devote himself exclusively to selling.

Chet is a member of that rare breed, the Los Angeles native. He was born there in March 1903; attended a local grammar school and high school, and was graduated in 1921.

Starts Career

From high school he launched into a newspaper and magazine career. Starting in the classified advertising department of the Los Angeles *Evening Herald* (now *Herald-Express*), he subsequently did special editorial and advertising work for the Long Beach, Calif., *Press-Telegram;* was business manager of Los Angeles Athletic Club *Mercury* magazine; associate editor of Piver Publications, San Francisco, and sportswriter for Los Angeles *Examiner*, for which he covered the 1932 Olympic aquatic events.

In 1935 he changed media and joined the sales staff of Don Lee station KHJ Hollywood. The following year he joined CBS-KNX Los Angeles, remaining there two years before he joined the Petry office.

Loyal to his native city in every detail, Chet married Los Angeles born Rosemary Roche in 1925. Their 25 years of happy married life is a challenge to any "outsider" venturing to scoff at "Hollywood marriages." The Matsons make their home high on a Flintridge, Calif., hill that gives them an ideal view of the television transmitters on Mt. Wilson (overlooking Pasadena).

In the realm of sports Chet is a member of the Los Angeles Athletic Club. He boasts two distinctions in this field—being onetime "left-handed handball champ" and being a member of the crew of the Thomas S. Lee sloop *Caprice* which in 1933 won the coveted Thomas Lipton Challenge trophy.

Hobbies include gardening on his one acre of hillside, and chess.

WKNK
NOW
5,000
WATTS
IN MUSKEGON
beamed to a rich 15-county industrial market
WKNK Gets Results
MUTUAL
WKNK
MUSKEGON, MICHIGAN
WKNK

CONFERENCE HELP
FOR
SPOT TIME BUYERS

Says one agency Vice President: "When I go to client conferences, I take STANDARD RATE with me. It's not unusual for a client to bring up questions about this or that station. If there's a good ad in STANDARD RATE, an ad that gives me a clear picture of the facility, I can give the client a better answer."

Many buyers of spot time tell us they find that the Service-Ads in RADIO ADVERTISING RATES & DATA* and in CONSUMER MARKETS make their job of deciding *which stations* easier. Service-Ads like WKNK's shown here.

So—when you're checking RADIO ADVERTISING RATES & DATA* for station information and CONSUMER MARKETS for the market facts, check the Service-Ads as well as the listings.

* Formerly known as the Radio Section of SRDS.

the unbeatable media-buying team! →

Radio
ADVERTISING RATES AND DATA

Published by Standard Rate & Data Service, Inc. Walter E. Botthof, Publisher
333 North Michigan Avenue, Chicago 1, Illinois • New York • Los Angeles

Consumer Markets
radio

FEBRUARY 12, 1951

TELECASTING

A Service of BROADCASTING Newsweekly

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Networks, TVA Sign New TV Code
Page 55

Color Court Ruling Seen by Spring
Page 55

NBC Uses AM Technique for 'Process Studio'
Page 56

Latest Set Count By Markets
Page 64

Again

WTCN-TV Scores in the Field of Public Service

On January 23, a strike by 425 janitors closed Minneapolis' 93 public schools. Thus 63,000 pupils and 2,300 teachers received an unwanted vacation. Unwanted by the children because they would have to make up the lost time during regular, scheduled holiday periods. Unwanted by the teachers because their salaries were suspended for the duration. Unwanted also by the parents, faced each day with idle, restless boys and girls.

The pupils couldn't go to school.

So school came home to the pupils . . . via WTCN-TV!

All within 48 hours after the walk-out, WTCN-TV officials had met with school executives . . . had offered their complete television facilities . . . and had presented the first of an unlimited series of "Video School" sessions.

School actually was in session from 9:00 to 11:00 each morning. Tens of thousands of children who otherwise would have been denied educational benefits were now able to continue their studies. Another clear-cut example of the bold, imaginative, enterprising public service rendered the Twin Cities community by WTCN and WTCN-TV.

MINNEAPOLIS—ST. PAUL

RADIO
ABC Network

WTCN

TELEVISION
ABC—CBS—DuMont

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"TIME FOR BEANY"
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WHIMSICAL PUPPET ADVENTURE SERIES

(15 minutes, 5-times-weekly) featuring Beany, a happy-go-lucky youngster; his pal Cecil, the seasick sea serpent; blustering Uncle-Captain Horatio Huff'n'puff; Dishonest John, Hop Along Wong, Clowny, Hunny Bear and a host of surprises . . . pirates, creatures from the Square Planet, atomic scientists, even Mr. Nobody and his family.

AWARDS—"Emmy" for "Best Children's Show," 1949 and 1950, from Academy of TV Arts & Sciences. "Outstanding Children's Program," 1949 and 1950, from Parent-Teachers Association, Los Angeles.

POPULARITY POLLS—"Top Children's Show, 1949" in *Tele-Views* Program Poll. "Top Children's Show," 1949 and 1950, in Woodbury College TV surveys.

CITATION—"Best Kid's Show, 1949" by So. Calif. Assn. for Better Radio & Television.

HOOPER—Los Angeles: 20.2 average Telerating, January thru December, with 49.1% average share-of-TV-audience. Highest rated multi-weekly show on West Coast.

VIDEODEX—Los Angeles: 25.2 average rating, April thru December, 1950.
Detroit: 8.7 average rating, April thru November.
St. Louis: 27.6 October rating; 23.2 average, April thru October.
Boston: 12.3 December rating; 6.7 average, April thru December.

RESULTS—Los Angeles: Budget Pak's offer of plastic toy "Train of Tomorrow" for 50c cash and wrapper of 19c or 29c candy pulled 84,000 replies in 10 weeks or a looker-listener cash outlay of $64,680. In July, Budget Pak's offer of a free Beany photo exhausted a supply of 200,000 in 48 hours.

New England ice cream sponsor H. P. Hood's offer of two treasure chests of toys ($250 value) for best hand-colored Beany drawings drew 26,000 entries within a few weeks.

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FEBRUARY 12, 1951

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$7 annually, 25c weekly

FIRST VIDEO CODE SIGNED

By Networks and TVA

FIRST complete television code between Television Authority and the networks was signed Jan. 24 in New York, it was announced last week by George Heller, TVA national executive secretary. Although major provisions of the new code were agreed upon last November [BROADCASTING • TELECASTING, Nov. 27], negotiations have continued since then on some 40 lesser points.

Completion of the code was achieved before the wage freeze, Mr. Heller said.

Included in the recently-signed conditions was provision for adjustment of rates to any 10% or more rise in the cost of living index of the Bureau of Labor Statistics above its Dec. 15 figure (178.4). If adjusted rates proposed by the union, after 30 days notice that an index rise has activated the escalator clause, are not acceptable by the companies, five days of negotiations are provided for. If no agreement results, the issue is to be submitted to arbitration, also provided for in the code.

Those Affected

People covered are described as "all persons engaged as talent—e.g., actors, comedians, master-of-ceremonies, quiz masters, disc jockeys, singers, dancers, announcers (other than staff duties of announcers), sportscasters, specialty acts, walk-ons, extras, puppeteers, reporters and analysts . . ." (excepting government employes and persons engaged occasionally on a single program basis as specialists regularly employed in the field in which they report, such as college professors and scientists)—in the fields of home economics, fashions, farm and rural subjects and market reports; models, moderators, panel members where program format requires them to participate generally in entertainment.

Excluded are members of panels who take part in the discussion of news, education or public affairs and judges of contests. Amateurs on amateur programs are permitted, unless such programs become a series, providing the amateurs state in writing that they have not appeared as amateurs previously more than once during the calendar year. Excluded also are amateurs on talent opportunity programs for the first two appearances and the first series of such talent programs in one calendar year. Once-a-year performers with reputations in fields other than show business are excluded for one performance. Also outside the code are choirs and choruses of religious programs not sponsored by any advertiser, as well as participants and interviewees from the audience in shows using them.

Remotes from theatres, nightclubs, circuses, hotels, studios on location for pictures for theatrical use, etc., are to be made only with consent of performers involved, and upon payment of such additional amounts as their contracts provide for, or the code provides for, whichever is higher.

Full payment of performers for programs cancelled is provided for, except when cancellation is due to governmental regulation, strike, Presidential broadcast, war, failure of equipment beyond reasonable control of the company, fire, earthquake, hurricane or similar acts of God, providing performers receive prompt notice after the company gets notice. Rehearsal hours for cancelled program are to be paid in full.

The no-strike provision reads: "So long as the producer performs this code, TVA will not strike against the producer as to the performers covered by this code in the fields covered by this code. To the extent TVA has agreed not to strike, it will order its members to perform their contracts with the producer."

Where performers' rates are fixed by the number of "lines" read by the actor, a "line" shall consist of not more than 10 words; part of a "line" shall be considered a "line." The code says, "It is the intention of the five-line-or-less category to include only those performers who have very minor parts to perform."

Use of kinescopes for "reference, file and private audition for prospective sponsors and their agencies" is permitted. Kinescope excerpts of one minute or less are restricted to trailer and promotional use within 60 days after the telecast from which the kinescope was made.

Scope Involved

Scope of the code: ". . . Live network television programs origianting in New York, Chicago and Los Angeles; live television programs shall be deemed to include live broadcasts, kinescope to supplement live broadcasts, film sequences made especially for the entertainment portion of a live program, and any other program by kinescope or similar device done in the manner of a live broadcast."

Payment of performers is to be made not later than Thursday of the week of telecast, with no deductions except those authorized by law. A 10-member committee of TVA and network representatives will examine "the feasibility of reducing, so far as possible . . ." time within which performers are paid. Any agreement reached by 75% of the committee will be incorporated into the code.

Networks agree to an NLRB agreement for consent election for employes coming within the code, and to cooperate with TVA in holding it.

Other provisions relate to incidental rehearsal; rest between days; rest periods; wardrobe and its maintenance; after-shows; talent auditions; video and voice tests; understudies; standins; traveling compensations; children's programs; meal periods; computation of rehearsal; reading sessions; cast credits; extension of rehearsal span; overtime beyond 40 hours; payment for multiple sponsorship of programs; group singers; dancers; walk-ons; extras who perform in commercial insert; program auditions; warmups; rehearsal days; doubling; multiple programs which are part sustaining and part commercial; models; previews; performers appearing in more than one commercial insert; announcers appearing in more than one commercial insert; live repeat programs and definition of walkons and extras.

COLOR TV PROGRESS

Court Ruling Nearer

FINAL COURT ruling on FCC's approval of the CBS color television decision was brought a little nearer last week, with observers speculating that final action will be forthcoming not later than spring.

FCC, CBS and the Justice Dept. jointly asked the U. S. Supreme Court to affirm the Chicago Federal District Court's judgment upholding the FCC decision, but to dissolve the temporary restraining order issued by the lower court against commercial use of color pending the Supreme Court appeal [BROADCASTING • TELECASTING, Dec. 25, 1950].

The motion, filed Monday, followed by 10 days initiation of an appeal to the Supreme Court by RCA and two subsidiaries, NBC and RCA Victor Distributing Corp. [BROADCASTING • TELECASTING, Jan. 29], whose suit against the color decision was dismissed by the Chicago court.

Appeal in Chicago

The appeal papers were filed in the Chicago court, which will certify the records to the Supreme Court for action. RCA has 20 days to answer the FCC-CBS-Justice Dept. motion. A grant of the motion would terminate the litigation, subject to RCA petitioning the court for reconsideration. Denial of the motion would set the case for argument before the court.

While they emphasized the risky nature of attempting to predict Supreme Court action, observers felt the case will be decided within three or four months at most, whether argument is decreed or not. There has been speculation that the decision may come by early April [CLOSED CIRCUIT, Jan. 29].

Irrespective of the outcome, the color question is regarded as largely academic for the duration of the national defense program, due to growing shortages of critical materials—a factor which the Chicago court itself noted in its decision.

The FCC-CBS-Justice Dept. motion, reviewing the color proceeding, undertook to answer RCA's contentions and declared:

> **. . . The action of the Commission attacked, and sustained, in the District Court was . . . a carefully reasoned policy decision based upon consideration of all relevant factors. It was an admittedly difficult decision, but one of exactly that nature which is within the informed competence**

(Continued on page 62)

VIDEO operator's console (r) in operation with audio operator's board to the left. Ahead (through glass panel) is announcer booth with (l to r) Fleetwood Lawton, news analyst; H. I. Smith, cameraman; Steve Dunne, announcer-m.c.-actor. Beyond them is window of clients booth.

KTSL Borrows an AM Technique For Its New 'Process Studio'

NEWEST development in television is the process studio recently installed at KTSL (TV) Hollywood. It is said to be the first studio of its kind to completely correlate production with technical operations in a system akin to radio's master control room.

Considered the last word in engineering design and customer service, it is located on the main street floor of the Don Lee Broadcasting System building at 1313 Vine St., now shared with CBS.

Constructed under the supervision of the Don Lee engineering staff immediately prior to CBS' acquisition of KTSL, the process studio unit covers an area of 800 square feet. It affords an all-embracing fingertip control heretofore impossible in the medium, according to technical experts.

Fully utilizing the building's dual-medium studios, it has also made possible transfer of all production facets from the previously used transmitter site auxiliary studio atop Mt. Lee, overlooking Hollywood.

Advertising agency executives who have utilized the process studio setup declare it affords the ultimate in servicing client's needs by integrating and coordinating all programming-operational activities in one central point.

Calculated to meet any new demands of the continually expanding television industry, the process studio helps eliminate all elements of risk and hazards such as dead air, lapses, slips and the like between separated though related technical-production functions, while insuring proper sequence in cross-fading, lap dissolves, all cueing, etc., it was explained.

Gives Wider Use For Mobile Unit

Station engineers and producers point out that it also allows mobile equipment to go anywhere and work under the most difficult circumstances while affording production supervisors the greatest possible liaison with all ends at a glance and minus "inter-com" exchange.

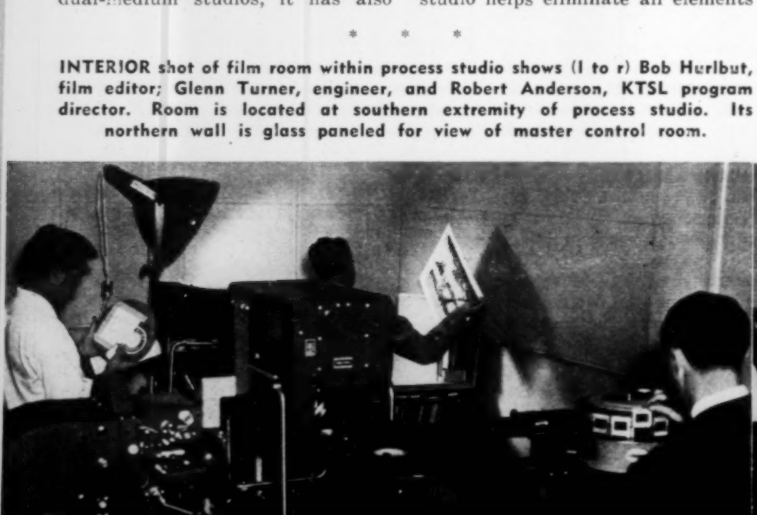
The innovation required building modifications in space allowed under the original construction plans of the overall facilities, parts of which are now under lease to CBS, with both networks sharing office and studio space in separated areas.

The unit brings a maximum flexibility and mobility between all phases, permitting constant contact between satellite studios in the building and all remote pickup points through application of a specially developed single synchronization system. The latter is aided by a "synchronizing coordinator," a device developed by Harold Jury, KTSL chief engineer, who transferred from Don Lee to CBS along with a majority

(Continued on page 62)

* * *

INTERIOR shot of film room within process studio shows (l to r) Bob Hurlbut, film editor; Glenn Turner, engineer, and Robert Anderson, KTSL program director. Room is located at southern extremity of process studio. Its northern wall is glass paneled for view of master control room.



KEN KAYLOR (r), KTSL technical director, and Robert Anderson, station program director, at custom-built switching control which is in instant communication with and viewable from all points of process studio. It coordinates process studio with all production studios. Beyond is film room.

PUBLIC'S VIEWS

Heavy Mail on Channels

WIN, lose or draw—there is little doubt that the element of the public in support of reservation of television channels for educational telecasting has made its voice clear via communications to the FCC.

Ample evidence has stacked high in the Commission mail baskets during the past several months. The major portion of these were directed to Comr. Frieda B. Hennock, outspoken champion of the educators' cause. Her office alone reportedly received between 1,500 and 2,000 letters.

Letters were unsolicited and prompted in part by publicity attendant to the recent hearings as well as magazine and newspaper articles on the subject, the most notable of which was John Crosby's series in the *New York Herald Tribune* and syndicated to other papers, according to a spokesman.

Tenor of these communications, almost without exception, is in strong support of the Joint Committee for Educational Television move for reservation of 25% of the TV channels for educational stations [BROADCASTING • TELECASTING, Feb. 5]. Too, many of the letters took commercial broadcasting interests to task on the basis of present programming.

In answer to some of these letters, Comr. Hennock wrote: "We at the Commission have been striving to constantly improve the quality of American radio and television and feel that alert citizens . . . can be of great assistance."

She reaffirmed her position for reservation of television channels and, while conceding merits of commercial broadcasting, declared "it should not preempt all of the television stations that can, under sound engineering standards, be built in this country."

Comr. Hennock wrote:

> Television is potentially the greatest educational technique of our times. It offers an unparalleled opportunity for public education, in the home as well as in the classroom. A substantial portion of available television frequencies should therefore be reserved exclusively for public service—for spreading knowledge, enlightenment and culture throughout the United States. Granting the merits of commercial broadcasting, it should not preempt all of the television stations that can, under sound engineering standards, be built in this country.

A survey of this mail pile shows communications from:

1. Over 50 different parent-teacher associations as well as the United Parent Assn., a federation of 315 P-TA's.
2. More than 30 women's organizations — professional, religious, political and even girl scout groups.
3. More than 35 educational associations and organizations in many states; public schools systems in a number of cities, and including public library associations, adult education and school radio and theatre groups.

Additional Colleges

4. Colleges and universities, in addition to the 50 joined as the National Assn. of State Universities and the 34 land grant colleges which appeared as petitioners before the FCC; The Assn. of American Colleges through its president, Guy Snavely; and such universities as Yale, Harvard, Chicago, Rochester, Temple and American.
5. Scores of individual professors and teachers from leading universities and teacher federations.
6. Religious organizations and churchmen.
7. Business and commercial organizations.

In this last category many of the correspondents were in fields of manufacturing, advertising, public relations, publishing, the theatre and similar enterprises.

Massachusetts Gov. Paul A. Dever and Sen. Alexander Wiley (R-Wis.) were also among those writing letters in support of the reservation plan.

One communication, from the Pan American Union, pointed to a UNESCO report at the Paris meeting last November in which a resolution had been proposed to "investigate possibility of utilizing television among the instruments of mass communications devoted to international education, science and culture." Its two-ply recommendation was for the reservation of channels for educators, and for

(Continued on page 66)

EDUCATORS TV

Dolliver Asks FCC Study

ANOTHER voice has been raised in Congress asking that the FCC be directed to study "the problem of allocating television frequencies for use by educational institutions for the purpose of nonprofit educational programming."

The new request has been made by Rep. James I. Dolliver (R-Iowa), a member of the House Interstate & Foreign Commerce Committee and advocate of a House inquiry of color television [BROADCASTING • TELECASTING, Jan. 8].

Within the past fortnight, Sen. John W. Bricker (R-Ohio), a member of the Senate Commerce unit, introduced a resolution identical to that of Rep. Dolliver's resolution in the House (H. J. Res. 148). Sen. Bricker had made a similar request in the 81st Congress.

Cites WOI Service

Speaking on the floor of the House, Rep. Dolliver declared that the "only educational television station now in operation in the United States is the one at Iowa State College, at Ames [WOI-TV Ames]." He cited the radio service of WOI-AM-FM in providing news and farm coverage "not equaled by any other radio station that I know about."

Rep. Dolliver concluded:

"Iowa State College is thus an experimental and proving ground for the use and effectiveness of television as an educational medium. I sincerely hope and expect that WOI-TV will show to the FCC and to the public generally that a portion of the wave band for television should be allocated for educational purposes." Both the House and Senate versions would call upon the Commission "to give consideration to the allocation of at least one frequency within each state or suitable geographical region to educational institutions for the purposes of educational programming." It also would order the FCC to report the results of its study to Congress with any necessary recommendations for legislation.

SCHOOL CONTINUES VIA TV

WTCN-TV 'Teaches' During Janitor Strike

GRADE-SCHOOL students in the Twin Cities area probably are no different than those throughout the rest of the country—they would greet a "no school today" announcement with unabashed enthusiasm.

But WTCN-TV Minneapolis-St. Paul had a ready answer to such a situation—and also an excellent vehicle for public service programming that derived well-deserved plaudits from educators and parents alike—and even Junior and Sis.

This situation arose Jan. 23 when 425 Minneapolis public school janitors went on strike, closing 93 schools and confining some 65,000 youngsters to their homes. Within 48 hours after the strike WTCN-TV seized the initiative, offering its complete video facilities from 8:30 to 11:15 a.m. so that school could be brought right into televiewers' front rooms.

Sherman Headley, WTCN's director of TV, conferred with Madeline Long, radio consultant for the public school system, who quickly organized volunteer teachers and a cadre of willing pupils for two-hour class sessions each morning in the station's studios.

Typical of the school telecasts is this schedule: 9 a.m.—story reading; 9:15 a.m. — geography (including a newscast); 9:30 a.m. —speech; 10 a.m.—science; 10:15 a.m.—story reading, and 10:30 a.m.—music.

The schedule was made flexible enough to include arithmetic, art and subjects of interest to all age groups (from kindergarten through high school)—even cooking.

Miss Long reported eager cooperation from teachers (whose pay was suspended during the strike) and youngsters alike — a fact borne out by the "full house" for each classroom session. The program also won the approval of striking janitors, parents (many of whom "returned" to school again) and Rufus Putnam, Minneapolis school superintendent, who described it as a "challenge to teachers who want to do something for children."

The series has given parents a new insight into latest classroom procedures—affording a marked contrast to their own school days when television was not known, but a good slap across the hand with a ruler was an aching reality.

Another highlight of the school telecasts is the science period during which pupils enthusiastically exhibited mounted animals for video study and the approval of their teachers.

High school students also play an important role in the classroom, displaying their culinary efforts against a kitchen backdrop.

Mr. Headley promised WCTN-TV support "if the strike lasts only two more days or two months."

* * *

School children display mounted animals for study during their video science class over WTCN-TV.

TV A Basic Need

IN THE latest section of the comprehensive plan prepared by the National Capital Park and Planning Commission for the Washington, D. C., area, television is ranked with food as a need. The section contains this statement: "The basic employes (federal workers) and their families need food and television sets and the services of doctors, lawyers and teachers."

SPONSOR WARNS

Rising Costs May Topple TV

RISING COSTS may make TV topple of its own weight, warned Howard P. Hildreth, advertising and sales promotion manager of Mohawk Carpet Mills Inc., Amsterdam, N. Y., in an address before the Syracuse Ad Club.

Mr. Hildreth, whose corporation sponsors *The Mohawk Showroom*, said that production and time costs were becoming the primary factors in Mohawk's advertising budget. In an amplification of his remarks before the ad club, Mr. Hildreth commented: "I don't want to infer that it is any one network or station that is to blame for the increased expenses which are passed on to the sponsor. The problem is industry-wide, and the solution must come from that level."

The solution, Mr. Hildreth added, probably lies in a lifting of the freeze on construction of new stations. He admitted, however, that the outlook for this was dim, in view of world conditions.

Mr. Hildreth concluded with the remark that he felt television has not yet fulfilled its promise as an advertising or public service medium, but he held out bright hopes for the future of TV, on the condition that "television's villain—exorbitant cost — stays within reach."

New Radio-TV Guide

A NEW Radio-Television Guide began regular publication in the *St. Louis Globe-Democrat* Jan. 28. Edward M. Keath, director of radio and TV promotion for the newspaper, said: "This is the first such guide for our city. Although we are not currently in TV, management's reasoning was that in a market where there are currently more than a quarter of a million TV sets in use, we could not properly serve our 350,000 Sunday readers without giving TV the best possible coverage."

ABC of Atomic Survival, **WJZ-TV New York, Sunday program series based** on instruction for civilian defense, started from 8:25 to 8:30 p.m. First **program concentrated on methods for general protection and defense of New York, while forthcoming telecasts will demonstrate individual precautions.**

A. W. Hajjar (l), associate professor of architecture at Penn State College, holds the slides he used during a presentation of "The Homes We Live In," one of the University *programs. With him are A. Edward Lambert (center), coordinator of the Penn State programs, and Dr. Hunter.*

* * *

WFIL-TV 'UNIVERSITY' Praise Mounts For Series

EDUCATORS, government officials and business men have swollen the ranks of those televiewers lavish in praise of the *WFIL-TV University of the Air*, educational project of the Philadelphia station which last week passed the half-way mark of the current Jan. 8-March 16 term [BROADCASTING • TELECASTING, Jan. 8]. In all, a total of 19 universities and colleges within a three-state area are lending full cooperation to the *University* which offers 15-minute, 20-minute and half-hour programs in the 11:10-noon time, Monday through Friday.

Current term is utilizing services of nine of the schools, with the Philadelphia Board of Education presenting a separate course in Spanish.

The many stories about the adult education project in newspapers and magazine have attracted complimentary messages from numerous persons in the United States and Canada. In a letter from Gerard Lamarche, supervisor of French educational broadcasts for the Canadian Broadcasting Corp., he sought further details on the programs. Charter Heslep, radio and television chief of the Atomic Energy Commission, expressed particular interest in a nuclear physics course being conducted by Albright College.

Clayton D. Griswold, executive director of the department of radio and television of the Presbyterian Church in the U.S.A., commended WFIL-TV for introducing the telecasts. Mr. Griswold recently appeared before the FCC in behalf of the Joint Committee for Educational Television which seeks reservation of 25% of the television channels for educational use [BROADCASTING • TELECASTING, Jan. 29].

Henry W. Johnson, president of the New Jersey Manufacturers Assn., lauded WFIL-TV and made special reference to the course "Understanding Economics" being presented by Beaver College. Other communications of a similar nature have come from social workers, housewives and working men as well as shut-ins who cannot attend regular classes in person.

Roger W. Clipp, general manager of the *Philadelphia Inquirer* stations, expressed his gratification at the response and declared: "I am convinced that the programs will serve as models for similar undertakings in other parts of the country. In time they should play an important part in making television the most effective force for adult education outside the college classroom."

Future Plans

A meeting later in the year will plan the curriculum for a series to start in the fall.

Dr. Armand L. Hunter, educational director of the *Inquirer* stations and chairman of the department of radio, speech and theatre at Temple U., heads a special six-man board of educators which serves as a steering committee for the *University*. Dr. Joe Zimmerman is in charge of the production for WFIL-TV. Dr. Zimmerman, who is director of the television workshop at Temple, and at one time was with Paramount studios in Hollywood.

Format of the series has the professors themselves as the performers. Program subjects are the same as those offered in the classrooms with only such modifications as are necessary to attract groups lacking prior courses leading up to the subjects in colleges.

Station has distributed curriculum and reading lists in conjunction with the courses, giving details for the particular telecasts on each day.

In the current term, programs are: "Governments Around the World," being conducted by Dr. Eugene H. Miller, Ursinus; "Nuclear Physics" by Dr. Thomas P. Merritt, Albright; "The Child and the Family" with Dr. O. Spurgeon English, Dr. Waldo E. Nelson and Dr. James D. Page, Temple; "The Art of Thinking" with Rev. Edward Gannon, S. J., St. Joseph's; "Understanding Our Teen-Age Children" with Dr. George C. Galphin, Drexel; "The Chemistry of Living" with Professor Russel C. Erb, Penn Military College; "The Homes We Live In" with Prof. A. W. Hajjar, Penn State; "Understanding Economics" with Dr. Everett B. Townsend, Beaver College; "Success Through Self Improvement" with Eloise Wilson, Rider College.

The Philadelphia Board of Education Spanish series is being conducted by John J. Maiorello, School District of Philadelphia.

Each subject is covered in 10 or 11 telecasts.

TVA PROGRESS

Reported in L. A. Case

ENCOURAGING progress was made last week in negotiations between Television Authority and four Los Angeles television stations in bargaining for a basic contract for TV performers. Station committee offered a substantial wage proposal jump constituting an almost 100% increase from its original offer at beginning of negotiations several weeks ago.

Stations meeting with union are KNBH, KTSL, KECA-TV, KLAC-TV. Separate negotiations were held with KTLA, while two other stations, KTTV and KFI-TV, are sitting in on group meetings.

Newest station proposals, although not coming up to those asked by TVA, still marked substantial increase from their last offer [BROADCASTING • TELECASTING, Feb. 5]. Carrying with it the provision that TVA offer a plan that is economically feasible, the new proposal called for $30 for 15 minute program; $40 for half-hour program; $60 for hour, with rehearsal time to be one hour for programs in first category; two hours in second; three hours in third. No change was put forth in the station previously proposed rehearsal fee of $3 an hour after second hour.

New proposals were referred by TVA to its membership at a meeting Thursday night. Further meetings between the union and stations are scheduled for tomorrow (Tuesday).

WDTV TO FACE CAMERA

Under Barrage of Listeners' Questions

WDTV (TV) Pittsburgh takes the "witness stand" in its own "courtroom" next Sunday (Feb. 18) to be cross-examined by televiewers of that area.

The program is to be presented as part of a series in cooperation with the Pittsburgh Chamber of Commerce.

Televiewers have been asked to submit questions concerning programming, operation and everything about television which intrigues them. WDTV, forewarned that no punches will be pulled, will have two representatives under fire.

Only TV station in the area, WDTV services 212,000 telesets and an estimated 550,000 televiewers. This means that Allegheny County residents become minutely familiar with WDTV programs and while there is much praise, there are a few complaints also.

Questions submitted thus far have been described as from pugnacious to pointless but both the Chamber of Commerce and the station want the televiewers to speak up. One query asks: "I like everything about the station except the tie one of your announcers wears. What can you do about it?"

The Sunday afternoon C. of C. series discusses a different local problem each week. It was originally scheduled for 13 weeks with an option of extension to 26 weeks.

The C. of C. put itself on the spot during the first program, entitled, "Is the Chamber of Commerce Necessary?" Other topics already discussed are the sanitation problem and the public housing future, with such audience reaction that there is a demand for a repeat.

Future topics scheduled are about crime, smoke control, Pittsburgh's one TV station market, the NCAA ban of football telecasts, taxes, flood control, civil defense and the Pennsylvania judiciary plan.

The panel-forum type program, moderated by Dr. Albert B. Martin, political science professor at the U. of Pittsburgh, uses three questioners from the Civic Salesmen's Club of the Chamber of Commerce and guests experts on the subject under discussion.

Handling the program is Ketchum Inc., public relations counsel of the C. of C.

ZENITH TESTS

Show Phonevision A Hit

ZENITH'S first four weeks of Phonevision testing among 300 Chicago families shows that home movie attendance is three times greater than that of theatre attendance, according to statistics released last week by Zenith.

The report stated that the home movie service had 2,561 "box office sales" during the four week period. That is, the average test family saw movies at home 8½ times, slightly more than twice a week.

Beginning Jan. 1, the test was conducted to provide the FCC with data on the degree of public interest in and acceptance of Phonevision [BROADCASTING • TELECASTING, Jan. 8].

During the first week, with a novelty lure, the average family saw 3.1 movies. For the remaining three weeks patronage settled to an average of 1.8 movies a week.

In releasing these results, Comdr. E. F. McDonald Jr., president of Zenith, commented: "The big question is, 'How do these figures compare with the normal movie-going habits of typical families who now see the same kind of movies in their local movie theatres?'

"Published surveys indicate that the average American goes to the movies less than once every two weeks. Hence, our test families are seeing movies more than three times as often. . . ."

Meanwhile the FCC last week granted extension of the special temporary authority for the Phonevision tests to March 31. Original 90-day authorization, to have started Dec. 1, 1950, actually got underway Jan. 1, 1951, prompting Zenith to seek the extension.

PENN GRID GAMES

Ask Network TV Bids

U. OF PENNSYLVANIA has invited television networks to submit bids for telecasting the entire Penn football schedule at Franklin Field next autumn.

Franny Murray, Penn's athletic director, pointed out that television is here to stay and that the only safe course for the colleges to follow was to figure out a way to make it an ally. Mr. Murray said he certainly doesn't want "gateless football" but he doesn't think TV will produce such a result.

"We've been telecasting our games for 11 years now," he said, "and we feel that the audience we've built up of people who for many reasons just can't get out to the stadium is due some serious consideration. I can't think of a better way to keep up interest in college athletics than television, and I also don't think any national ruling can be applied to every geographical location."

Renews Garroway

CONGOLEUM-NAIRN Inc., Kearny, N. J. (Linoleum) is renewing *Garroway at Large*, NBC-TV, Sunday, 10-10:30 p.m., effective Feb. 18. Agency is McCann-Erickson, New York.

EL RANCHO
FL OR-KIST
Telerama

O. F. LIVINGSTON (r), Schulze & Burch Biscuit Co.'s dist. mgr., congratulates Cowboy Ken Houchins for his singing of live commercials on firm's series over WOC-TV Davenport, Iowa, in presence of Mark Wodlinger (l), WOC-TV commercial mgr., and Frank F. Morr, Gordon Best Co. v. p., account executive.

GROUCHO MARX (l), star of NBC's *You Bet Your Life*, shares an amusing story with Clarence Bleicher, president of DeSoto-Plymouth Corp., which sponsors the Marx show, during a visit of the sponsor to Hollywood.

BOB COLESON (standing), West Coast representative, Ad Council, chats with Mary Pickford and her TV-radio partner, Mal Boyd, at Hollywood Ad Club meeting. Miss Pickford is partner with Mr. Boyd and Buddy Rogers in PRB Inc., package firm, and TV applicant in N. C.

DETROIT Television Roundtable meeting guest speaker, Bob Foreman (l), v. p. in charge radio-TV commercials, BBDO, discusses TV film spots with Clarence Hatch, Roundtable president and v. p. of D. P. Brother & Co., and Carl H. Bronson, adv. and sales prom. dir. for DeSoto Div., Chrysler Motor Co.

JOSEPH WALKER (l), one of Hollywood's top cameramen and inventor of new Electra-Zoom lens, checks equipment after installation on a KOTV (TV) Tulsa camera. George Jacobs, KOTV chief engineer, holds battery of lens replaced by the unit. Constant focus is permitted at all times.

FRIGIDAIRE "Cap & Skillet" chefs cut culinary capers during WXEL (TV) Cleveland *Alice Weston Cooking Show*, which Frigidaire sponsors. Apparently pleased with their performance are (l to r) Carl Caskay, asst. sales promotion mgr.; Spence Meilstrup, sales promotion mgr.; Wayne Stafford, commercial rep., and George Cope, of Frigidaire sales staff.

Completing the international TV affiliation for DuMont are Comdr. Loewi (r) and Mr. Pumarejo.

* * *

DuMONT SIGNS

Havana Outlet Affiliation

"THERE is no doubt that, properly employed, television can become a goodwill builder between the republics of North and South America," Comdr. Mortimer W. Loewi, director of the DuMont Television Network, said last week following his return from Cuba, where he arranged TV's first international affiliation contract. Union Radio Television, Havana, has signed as an outlet of the DuMont network [BROADCASTING • TELECASTING, Feb. 5.]

Boxing and wrestling matches will be the first programs sent to Havana by the network, utilizing Teletranscriptions, DuMont version of kinescopic recordings. Gaspar Pumarejo, head of the Havana station, said that baseball telecasts have been very popular with the sports-minded Cubans and anticipates that the DuMont sports programs also will gain quick popularity, Comdr. Loewi reported.

"Senor Pumarejo told me that TV is catching on rapidly in Cuba and I found Havana as TV conscious as Manhattan was three years ago," Comdr. Loewi said. "Although it saw its first TV programs as recently as December, the city already has two stations on the air and 9,000 receivers in use. There is an amazing number of live programs as well as a considerable volume of business being telecast regularly."

Havana telecasters are ingenious in their programming, Comdr. Loewi said, citing a URT afternoon program patterned on a newspaper society column.

Eisenhower's Hooper

GEN. DWIGHT D. EISENHOWER's Feb. 2 telecast scored a 51.8 Hooperating in the 12 television cities measured by C. E. Hooper Inc. His share of audience, according to the Hooper survey, was 93.5%. The same telecast, measured in 20 television cities by Trendex Inc., scored a rating of 58.3 with a 93.7% share of the 10:45-11 p.m. audience.

WGY SKIDMORE FORUM

Debates TV Channel Education Reservation

THE 100th consecutive broadcast last week of the *Skidmore Open Forum*, weekly over WGY Schenectady since 1947, was devoted to the controversial topic: "Should 25% of all television channels be reserved for educational purposes?"

Also in honor of the 100th milestone was a special telecast which originated in the auditorium studio of WGY and was carried by the General Electric television affiliate, WRGB (TV) Schenectady.

Dr. Kenneth Baker, director of research for the National Assn. of Broadcasters, said no. Prof. Kenneth Bartlett, dean of the University College and director of the Radio and Television Center, Syracuse U., took the affirmative.

Outlining the educators viewpoint, Professor Bartlett felt that there definitely was VHF room for exclusively educational stations. Dr. Baker not only didn't feel there was sufficient room in the spectrum, but also that the educator is not capable of assuming the role of broadcaster, even in education.

Without attacking commercial radio, Dr. Bartlett listed three reasons why he thought the reservation should be made:

(1) Once a frequency is assigned to commercial use, it would be difficult and often unreasonable to ask a broadcaster to return it —particularly after he has taken the financial risk in developing a business around it.

(2) It is the only effective way of guaranteeing that educators and other public service groups have access to good time.

(3) Reservation of frequencies will strengthen the American system by creating a dual system of profit and non-profit operation.

Dr. Baker summarized the position of the commercial broadcaster with these five points:

(1) It has been acknowledged by the FCC that there are not enough channels in the VHF band to give a truly complete TV service to the entire country.

(2) The channels would do the people most good only when used and, under commercial operation, the channels would be given full use.

Educational Value

(3) Commercial television already is offering much of definite educational value.

(4) Experience has shown that educational broadcasters in radio have not used frequencies allocated them to the best advantage.

(5) The commercial broadcaster believes educators are entitled to frequencies but that they should be allocated on a competitive basis. If in the judgment of the FCC the educational broadcaster should be granted the license, then give it to him. If, however, the commercial broadcaster is able to do a better job of public service for his community and the televiewers therein, he should be given the channel.

Friendly opponents on the Skidmore Open Forum *are (l to r) Dr. Baker and Professor Bartlett.*

UNITED TV

Sales Meetings This Week

SALES MEETINGS of executives of newly-formed United Television Programs Inc. will be held in New York this week to view films on hand and to discuss distribution of other new films now under consideration. The organization was formed last month to handle nationwide distribution of television film programs [BROADCASTING • TELECASTING, Jan. 22, 15].

Attending the conferences will be Jerry King, president; Richard J. Dorso, executive vice president, both going from Hollywood; Milt Blink, secretary-treasurer and Chicago office head; Edward Petry, head of Edward Petry & Co.; Tom Dawson, head of UTP New York office; Ed Voynow, of the Petry Chicago office.

Also slated to be present at the meets will be Basil Grillo, secretary-treasurer, and Charles Brown, director TV sales, Bing Crosby Enterprises, Hollywood, to discuss with UTP officials three film series which UTP is handling for the firm.

Another item to be taken up will be discussion of the possibility of setting up distribution of feature motion pictures similar to that being done for TV films. The decision will be drawn from reports obtained from TV stations by UTP branch office personnel as to whether stations would support such a plan. The meeting, originally scheduled for Feb. 1 to discuss this plan, had been postponed to this week.

Mr. King was in Chicago last week setting up a film exchange service there for UTP subscribers. Similar exchange setup, which among other things provides for the cleaning and inspecting of each print before and after each TV showing, will be established in Los Angeles within two months, according to Mr. King.

WAAM INSTRUCTS

Johns Hopkins TV Students

WAAM (TV) Baltimore last Thursday started assisting McCoy College, of Johns Hopkins U., in teaching a course entitled, "Television Production." Station personnel is providing instructors and complete facilities for the weekly lesson in TV production techniques.

Joel Chaseman, station public service director, will co-ordinate for the station. Among the instructors will be Herbert B. Cahan, program director; Ben Wolfe, director of engineering; Glenn Lahman, chief engineer; Anthony Farrar, production manager, and Barry Mansfield, art director.

FCC ORDERS

UHF Rebroadcasts Stopped

UHF rebroadcasts of Philadelphia TV programs in the Lancaster, Pa., area have been ordered discontinued by FCC on grounds such rebroadcasting does not constitute proper experimentation.

The Commission denied further extension of special authority to Conestoga Television Assn., non-profit organization, to operate KG2XBI on 600 mc in Lancaster and returned the station's bid for license.

FCC indicated the UHF station for several years has been "intercepting programs of Philadelphia TV stations and rebroadcasting them on UHF frequencies for reception on special receivers in homes of association members." FCC considered the operation not in accord with its experimental rules and regulations, although the applications claimed investigation of UHF reception and equipment was being carried out.

One commercial TV station, WGAL-TV on channel 4 (66-72 mc), is presently operating in Lancaster.

The Conestoga group told FCC about 45 persons are "interested" in the association and indicated plans have been made to produce some local shows and secure wider public reception of the UHF signals. The applicant, FCC said, indicated it plans to seek UHF Channel 28 there, or some other channel near 600 mc, when such facilities are allocated for regular stations.

The applicant told FCC that both RCA and the Hamilton Watch Co. "have contributed funds to support the extension of knowledge and television service to Lancaster."

WPTZ, Philadelphia, has received the Public Service Award in the television industry for the year 1950 from the Federal Business Assn. of Philadelphia. The presentation, a hand illuminated citation, was made to WPTZ by Edwin Dressel, director of the U. S. Mint in Philadelphia and president of the Federal Business Association. Preston Stover, WPTZ manager of program operations, received the award in behalf of the station.

AFTERNOON TV IS *Big* IN HOUSTON

KPRC-TV's afternoon program schedule is the biggest thing in Houston. All 65,000 sets in the greater Houston market are tuned to Houston's only TV station, KPRC-TV, with a daily audience of 318,000 potential customers. A galaxy of top national shows plus star-studded local shows assure afternoon TV advertisers of top notch TV coverage.

Get the Complete Facts from Your Petry Man

MATINEE WITH DICK GOTTLIEB brings one of Houston's top TV personalities to afternoon viewers. Matinee is relaxed, informal and entertaining. Paige Thompson adds color and feminine charm.

TV KITCHEN, conducted by Jane Christopher, home economist, features new, economical dishes, shows the foods actually being prepared. A "must" for Houston housewives.

BEST FOOT FORWARD, conducted by gracious and beautiful Mary Beth McDonald, features fashion news and make-up demonstrations, plus practical ideas on time and worry savers about the house.

Stokely's LAUGH WITH THE LADIES is an audience participation program sparked by popular Bill Bryan. A top local radio show transplanted to TV.

Foley's TV SHOPPER did a terrific job in the bus strike emergency, and is now a daily feature. "Shopper" Jane Grey and store personnel cover the store.

TOP NETWORK SHOWS TOO:

★ *Kate Smith* ★ *Gary Moore*

First Hundred Years

KPRC *TV*

CHANNEL 2 HOUSTON

FIRST in Radio and *Television*

Jack Harris, General Manager
Represented Nationally by
Edward Petry & Co.

'Process Studio'

(Continued from page 56)

of the station's personnel when sale was consummated.

Laid out in a clover leaf pattern, the process studio is multi-compartmented. There are separating glass panels between the interconnected client's booth, announce studio, control room proper and film room—plus connecting doors between all four. It was explained that this obviates "blind" work and affords welcome anticipation of events since it permits instantaneous survey and inspection of all facets.

Control equipment is capable of instantly associating all studios and/or outside points with filmed, live, card or film-slide commercial announcements, Mr. Jury pointed out. Necessary instant contact is maintained between program directors and producers, technical directors, video operators and audio engineers, switchers, etc.

Includes Film Department

Separate from the process studio, but included in the overall plan, is a new film department. Located in the basement of the Don Lee building, it includes fireproofed storage space and projection room, plus an office and film inspection-cataloging room complete with editing and splicing apparatus. A second projection room for the sales and production staff also is maintained in the building.

Mr. Jury and Charles Mesac were responsible for the electrical engineering. Robert Moody, chief audio engineer, and Walter Carruthers, who continues as Don Lee vice president in charge of all engineering, supervised installation of the process studio. The entire project was undertaken at the direction of Willet Brown, Don Lee Broadcasting System president, and Charles Glett, who until the change-over was vice president in charge of television for Don Lee and is now with CBS-KTSL in an executive capacity.

PRESENT at the signing of the WTTG classics series were, seated (l to r), Daniel R. Cavalier, merchandise manager for Campbell's, and Earl Campbell, company president; standing, Walter Compton, WTTG general manager, and Thomas Privot, of American Wholesalers, area distributors for DuMont Television Receivers Division.

MUSIC SERIES
Showing Set by WTTG (TV)

FIRST telecast classical music series in the National Capital area was slated to have its premiere last Friday over WTTG (TV) Washington.

The program, *Vienna Philharmonic Orchestra*, is to be heard 8-8:30 p. m. Sponsors are The Campbell Music Co., Washington, and the American Wholesalers, sponsoring for the DuMont Television Receivers Div.

Each program will be a complete concert featuring the Vienna Philharmonic Orchestra under batons of prominent European conductors.

The television films were made in Vienna and in Salzburg, and were produced for Ambassador Films by Eugene Sharin.

Settings were especially designed to fit the mood of the music to be played.

TWENTY-five TV sets presented to San Francisco veterans hospitals on *Del Courtney Show*, over KPIX (TV) San Francisco. Sets were paid for by funds contributed by viewers through station's "TV Sets for Vets."

Color TV Progress

(Continued from page 55)

of an administrative agency.

It was a decision made with the sole aim of making available to the people of the U.S. at the earliest practical time a satisfactory system of color television. It was taken in recognition of the obvious fact that, particularly in a field such as television where technical improvements, even in black-and-white, constantly occur, there must be a stopping point somewhere if standards are ever to be set.

Appellants [RCA] can, therefore, not possibly show that this is so arbitrary "as to be the expression of a whim rather than an exercise of judgment," the showing appellants must make to secure a reversal of the District Court's judgment. . . .

The motion reiterated that FCC's color decision "did not require any broadcasters to broadcast color television"; that it found the RCA system to be "short of the minimum criteria," while the CBS system was found satisfactory; and that it "explicitly" left the door open "for future consideration of new and improved systems."

The issues involved in the color case, the motion continued, called for "specialized technical, economic and social judgments by the Commission which are necessarily within its particular competence. The judgments were made on the basis not only of a mass of complex and technical testimony, but also on extensive theoretical analysis and first-hand observation."

Called 'Classic Case'

Calling this "the classic case for judical non-intervention," the motion said:

Without important exception, the contentions of appellants seek to raise questions only of the correctness of the Commission's decision in adopting standards for the CBS color system and refusing to adopt standards for the RCA color system, and of the wisdom of the Commission in resolving the various questions which were within its special area of discretion.

It is elementary that in such circumstances, the Court will not substitute its judgment for that of an administrative agency.

In answer to criticisms of the CBS system's incompatibility, the motion said FCC "found that while compatibility was desirable, it was less important than a satisfactory color system." Further, the court was told, "the issue of compatibility . . . cannot properly be considered in isolation from the question of 'convertibility' " — a test which, FCC ruled, was not met by the RCA system.

"In these circumstances," the brief continued, "appellant's emphasis on the cost, alleged to amount to $1,500,000,000, of adapting and converting existing receivers to receive CBS color signals in color is misconceived since, so far as the record shows, existing sets can never receive RCA color signals in color irrespective of cost." The motion continued:

In these circumstances, and particularly since the Commission found that the two compatible systems [RCA's and Color Television Inc.'s] were inherently deficient, while the incompatible system met the criteria for a satisfactory system, plainly the Commission's refusal to insist on compatibility was a wholly rational judgment. Again, this was a judgment within its particular province. It cannot, therefore, be overturned.

The motion was signed by Solicitor General Philip B. Perlman, on behalf of the Justice Dept.; General Counsel Benedict P. Cottone, for the FCC; and Samuel I. Rosenman and Richard S. Salant of the law firm of Rosenman, Goldmark, Colin & Kaye, counsel for CBS.

MARCH OF TIME
Expands Television Dept.

SEVEN additions to the TV Dept. staff of the March of Time were announced last week by Producer Richard de Rochemont and Director of TV Arthur B. Tourtellot.

Tom Buscemi, a March of Time assistant film director since 1943, becomes assistant director of TV; Fred Feldkamp, formerly chairman of the editorial board for the cinema division, has been named script supervisor for TV; John Dullaghan, with the March of Time since its first experimental cinema work 16 years ago, becomes a film editor, as does Jack Bush, an employe since 1937 who edited several million feet of film for *Crusade in Europe;* new editorial assistants are Hope Thomson, editorial researcher at the March of Time since 1949; Barbara Feldman, formerly on the March of Time Forum Films staff; and Shirley Potash, for six years with 20th Century-Fox's West Coast studio, more recently assistant to Oscar Hammerstein II.

FILM VOLUME
Sees $10 Million for N. Y.

ROBERT L. LAWRENCE, vice president in charge of the New York studios of Jerry Fairbanks Inc., predicted last week that the volume of commercial movie production for TV in New York alone would reach $10 million this year.

Mr. Lawrence made his prediction on the occasion of the third anniversary of the New York branch of the Fairbanks organization. He pointed out that the $10 million volume he estimated for 1951 would be four times that of 1948 for the whole TV film production industry.

Canada TV Set Sales

SALES OF TV receivers in Canada in October totalled 4,293 units, bringing the total number of TV sets sold in Canada during the first 10 months of 1950 to 19,183. Total sales of radio and TV sets in Canada in the first 10 months of 1950 amounted to 602,276 units valued at $52,377,008 as compared to 532,880 sets valued at $39,696,785 sold in same period of 1949, according to the Dominion Bureau of Statistics, Ottawa.

Profitable TV Audience exclusive with
WGAL-TV
CHANNEL 4
LANCASTER, PENNA.
Only TV station *in* — only TV station *seen* — in this large, rich Pennsylvania market area.
Represented by
ROBERT MEEKER ASSOCIATES
New York Los Angeles San Francisco Chicago
Clair R. McCollough, Pres.
A STEINMAN STATION
NBC TV AFFILIATE

DAGMAR, of NBC's *Broadway Open House*, helped introduce the 1951 Buick during a half-hour interview over WSAZ-TV Huntington, W. Va. Hez Ward, the Huntington dealer, credits the program with selling 15 new Buicks. Directly behind Dagmar is Mr. Ward. Leaning on the desk is James H. Ferguson, WSAZ-TV program director, and at extreme right is Lawrence H. Rogers, WSAZ-TV station manager. Others in the picture are part of Ward's sales force, and part of the station's remote crew. Dagmar is a native of West Virginia.

VIDEO PLAYS

Kaufman Covers in Book

THE BEST TELEVISION PLAYS OF THE YEAR. Edited by William I. Kaufman. New York: Merlin Press. 318 pp. $4.50.

NINE video plays, complete with stage and camera directions and each preceded by a foreword on its production, comprise this anthology by the casting director of NBC-TV, who plans this as the first of an annual series. To make his selections, the author says in his introduction, he canvassed every TV station in the country for material, then concentrated on that "expressly designed for television," avoiding TV shows based on "already great dramas, movies or novels."

His "best" video plays—all dating from 1949, and the omission of that date from the cover, is the book's most notable flaw—include: "The Nantucket Legend" (*Kraft Television Theatre*, NBC-TV), "No Shoes" (KBTV (TV) Dallas, now WFAA-TV), "Zone of Quiet" (*Actors Studio*, ABC-TV), "The Door" and "Operation Coral" (both, *Chevrolet Tele-Theatre*, NBC-TV), "The Goldbergs' Composition Script" (CBS-TV, sponsored by General Foods), "Something in the Wind" (*Lights Out*, NBC-TV, sponsored by Admiral Corp.), "The Julian Houseman Story" (*Big Story*, NBC-TV, sponsored by American Cigarette & Cigar Co.), "Battleship Bismarck" (*Studio One*, CBS-TV, sponsored by Westinghouse Electric Corp.).

film report

SARRA Inc. producing two video commercials for **Armour & Co.'s** *Stars Over Hollywood* on **NBC-TV**. Agency is **Foote, Cone & Belding,** Chicago. Spots last 105 seconds, showing how to prepare hams for holiday serving. **SARRA** also has just completed the fourth in a series of quarter-hour shows for the **Dormeyer Corp**, Chicago manufacturer of electric mixers. Agency is **John W. Shaw**, Chicago, and the series is currently aired on WFBM-TV Indianapolis, WLAV-TV Grand Rapids, WICU (TV) Erie, WBAP-TV Fort Worth, WPIX (TV) New York and WBKB (TV) Chicago.

* * *

TELEPIX Corp. Hollywood, recently produced a TV film commercial for **Louis Milani Foods, L. A.,** featuring **Mary Ellen Kay.** As a result she reportedly has been signed to a seven year contract with Republic Pictures.

* * *

SNADER TELESCRIPTIONS Inc., Beverly Hills, has completed two series of five telescriptions, one featuring **Connie Haines**, vocalist, and the other with the **Guardsman's Quartet.**

* * *

CASTON PRODUCTIONS, L. A., has completed five in a series of one-minute live action TV films for **Andrew Jergens Co.,** Cincinnati (Jergens Lotion), each one starring a Hollywood film personality, shot in star's home. Agency is **Robert W. Orr & Assoc.,** N. Y.

* * *

HAL ROACH Jr. has signed **William Bendix**, radio and film star, for series of 13 half-hour TV films, starting in April. Tentative budget is $10,000 per show. Series will be based on Brooklyn cab driver character created by Mr. Bendix in a number of motion pictures 10 years ago. His current picture-a-year contract with RKO is not affected.

* * *

WILLIAMS PRODUCTIONS, Hollywood, has sold first and second rights of feature film, "He Found A Star," to **KNBH (TV)** Hollywood.

* * *

PAVELLE LABS Inc., 16 E. 42nd St., N. Y., has appointed **Louis Weintraub** commercial and industrial representative, President **Leo Pavelle** announced. Mr. Weintraub, former picture editor for Keystone Pictures, will promote the firm's black and white photographic services to radio, film companies, public relations and advertising agencies.

* * *

UNITED TELEVISION PROGRAMS Inc., Hollywood, has named **Frank DeVol** music consultant. He continues as musical director of Procter & Gamble's *Oxydol Show*, 7:15-7:30 p.m., five times weekly on CBS for Tide, and he will also handle all TV films for United requiring songs, dramatic themes and background music.

* * *

JACK CHERTOK has produced a half-hour TV film series, *Steve Donovan, Western Ranger*, which will be available for sale in individual markets March 15 through The Katz Agency, Free & Peters and Blair-TV, three national station representatives cooperating in spot sales of TV programs.

* * *

STEPHEN SLESINGER has formed TV production firm to produce series of half-hour TV films based on "Red Ryder," radio and comic strip character. **Hal Roach Jr.** of **HAL ROACH STUDIOS Inc.** has been named executive producer for the series. Radio rights for *Red Ryder* were recently recovered by Mr. Slesinger from **Langendorf Bakeries,** sponsor of the radio version for past 10 years.

* * *

TV ADS Inc., L. A., is producing a series of TV film commercials for **Parsons Ammonia Co.,** Brooklyn, makers of Parson's Sudsy Ammonia. Agency is **Brisacher, Wheeler & Staff,** L. A.

* * *

JERRY FAIRBANKS PRODUCTIONS, Hollywood, has signed Marilyn Perry, Mary Brow, Bill Cassady, Buddy Burroughs, John Gary and Wilma Siechret for leading roles in new **Pepsi-Cola** TV film commercials. Performers for new series of 26 commercials for **Dodge** will include Joan Olander, Kenne Duncan, Shirley Vernon, Anne Whitfield, Barry McCormick, Toy Pulaski, John Gary, Noel Reyburn and Jane Duff.

COMMONWEALTH
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Nation's Leading TV Stations
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Paulette GODDARD
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Raymond MASSEY

39 TOP WESTERNS
featuring
THE RANGE BUSTERS
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52 FEATURE PROGRAMS
with such stars as
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NOW *there are*
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The CBS *Station*
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THE BRANHAM COMPANY

telestatus

WAVE-TV Louisville Issues New Rate Card

(Report 150)

WAVE-TV Louisville has announced new time rates, effective March 1. On and after that date, charges will be:

For one hour, one time, Class A, $400; Class B, $300, and Class C, $200;

For one minute or a 20-second live spot, one time, Class A, $87; Class B, $67, and Class C, $47;

For one minute or a 20-second slide or film spot, one time, Class A, $80; Class B, $60, and Class C, $40.

Class A time runs Monday through Friday, 6 to 11 p.m.; Saturday and Sunday, noon to 11 p.m.

Class B time extends, Monday through Friday, from 5 to 6 p.m.; Saturday and Sunday, sign-on to noon, and Monday through Sunday, 11 p.m. to sign-off.

Class C time embraces, Monday through Friday, from sign-on to 5 p.m.

* * *

Berle, 'Cactus Jim' Lead Pulse Report

MULTI MARKET telepulse, published by The Pulse Inc., New York, for period Jan. 2-8, gives top rating to the consistently front-running *Texaco Star Theatre* in the once-a-week category, while *Cactus Jim* leads the multi-weekly shows. *Godfrey's Talent Scouts* claimed second place in the once-a-week class and *Howdy Doody* was in the runner-up spot in the multi-weekly bracket.

Complete listings follow:

ONCE A WEEK SHOWS

	Program Average Rating Jan.	Program Average Rating Dec.
Texaco Star Theatre	44.8	47.1
Godfrey's Talent Scouts	32.6	32.8
Your Show of Shows	31.9	32.0
Toast of the Town	31.6	29.0
Comedy Hour—Abbott & Costello	31.1	28.9
Louis-Beshore Fight	29.7	
Fireside Theatre	29.4	29.0
Philco TV Playhouse	28.8	28.5
The Goldbergs	27.3	26.8
Hopalong Cassidy	27.2	26.0

MULTI WEEKLY SHOWS

	Program Average Rating Jan.	Program Average Rating Dec.
Cactus Jim	19.7	
Howdy Doody	17.7	16.5
Camel News Caravan	15.2	14.8
Kukla, Fran & Ollie	14.3	12.7
Perry Como	11.8	11.7
Kate Smith Show	11.7	9.9
CBS-TV News	10.8	11.0
Mohawk Showroom	10.7	11.0
Captain Video	10.6	11.3
The Little Show	10.4	10.1

* * *

'Star Theatre' Tops Nielsen 4-Week Ratings

NIELSON New York area top television program ratings released last week show Milton Berle's *Texaco Star Theatre* securely in first place. Ed Sullivan's *Toast of the Town* was runner up. The report measured audiences of evening, once-a-week programs, for the four weeks ending Jan. 13. Top 10 listings follow:

Rank	Program	Nielsen TV-Rating + Homes %	Homes (000)
1.	Texaco Star Theatre	53.3	1,031
2.	Toast of the Town	42.5	822
3.	Your Show of Shows (Snowcrop)	38.3	741
4.	Your Show of Shows (Participating)	38.1	737
5.	Fireside Theatre	37.9	733
6.	Your Show of Shows (Crosley)	37.7	729
7.	Godfrey's Talent Scouts	37.1	718
8.	Godfrey & Friends (Ligg. & Myers)	34.9	675
9.	Gillette Cavalcade	34.5	668
10.	Man Against Crime	31.9	617

(Copyright 1951 by A. C. NIELSEN CO.)

* * *

Talent Scouts Head N. Y. Hooperating

STEVE ALLEN, substituting for Arthur Godfrey on *Talent Scouts*, led the January New York TV Hooperatings Pocketpiece, released last week by C. E. Hooper Inc., New York.

First 10 TV Hooperatings were:

1.	Godfrey's Talent Scouts (Steve Allen substitute talent)	47.4
2.	Texaco Star Theatre	46.6
3.	Cavalcade of Sports (Charles-Oma)	45.3
4.	Sid Caesar—Imogene Coca	33.7
5.	Mama	31.4
6.	Man Against Crime	30.7
7.	Philco TV Playhouse	30.2
8.	Comedy Hour	28.8
9.	Lights Out	28.3
10.	Hopa!ong Cassidy	28.1

Weekly Television Summary—FEBRUARY 12, 1951, TELECASTING Survey

City	Outlets On Air	Sets in Area
Albuquerque	KOB-TV	7,000
Ames	WOI-TV	38,333
Atlanta	WAGA-TV, WSB-TV	67,800
Baltimore	WAAM, WBAL-TV, WMAR-TV	264,865
Binghamton	WNBF-TV	32,700
Birmingham	WAFM-TV, WBRC-TV	36,000
Bloomington	WTTV	13,800
Boston	WBZ-TV, WNAC-TV	650,000
Buffalo	WBEN-TV	181,957
Charlotte	WBTV	56,631
Chicago	WBKB, WENR-TV, WGN-TV, WNBQ	815,471
Cincinnati	WCPO-TV, WKRC-TV, WLWT	250,000
Cleveland	WEWS, WNBK, WXEL	415,555
Columbus	WBNS-TV, WLWC, WTVN	132,000
Dallas-Ft. Worth	KRLD-TV, WFAA-TV, WBAP-TV	100,544
Davenport	WOC-TV	44,668
Quad Cities	Include Davenport, Moline, Rock Ise., E. Moline	
Dayton	WHIO-TV, WLWD	170,000
Detroit	WJBK-TV, WWJ-TV, WXYZ-TV	405,000
Erie	WICU	44,340
Ft. Worth-Dallas	WBAP-TV, KRLD-TV, WFAA-TV	100,544
Grand Rapids-Ka'amazoo	WLAV-TV	107,297
Greensboro	WFMY-TV	49,812
Houston	KPRC-TV	65,238
Huntington-Charleston	WSAZ-TV	35,250
Indianapolis	WFBM-TV	120,000
Jacksonville	WMBR-TV	27,000
Johnstown	WJAC-TV	61,250
Kalamazoo-Grand Rapids	WKZO-TV	120,269
Kansas City	WDAF-TV	93,170
Lancaster	WGAL-TV	76,487
Lansing	WJIM-TV	42,500
Los Angeles	KECA-TV, KFI-TV, KLAC-TV, KNBH, KTLA, KTSL, KTTV	877,421
Louisville	WAVE-TV, WHAS-TV	72,770
Memphis	WMCT	75,117
Miami	WTVJ	52,500
Milwaukee	WTMJ-TV	202,106
Minn.-St. Paul	KSTP-TV, WTCN-TV	238,200
Nashville	WSM-TV	23,040
New Haven	WNHC-TV	129,500
New Orleans	WDSU-TV	47,179
New York	WABD, WCBS-TV, WJZ-TV, WNBT WOR-TV, WPIX	2,150,000
Newark	WATV	Inc. in N. Y. Estimate
Norfolk	WTAR-TV	56,783
Oklahoma City	WKY-TV	68,002
Omaha	KMTV, WOW-TV	62,904
Philadelphia	WCAU-TV, WFIL-TV, WPTZ	784,000
Phoenix	KPHO-TV	25,100
Pittsburgh	WDTV	212,000
Providence	WJAR-TV	105,355
Richmond	WTVR	62,867
Rochester	WHAM-TV	73,375
Rock Island	WHBF-TV	38,466
Quad Cities	Include Davenport, Moline, Rock Ise., E. Moline	
Salt Lake City	KDYL-TV, KSL-TV	37,500
San Antonio	KEYL, WOAI-TV	39,719
San Diego	KFMB-TV	81,000
San Francisco	KGO-TV, KPIX, KRON-TV	143,406
Schenectady Albany-Troy	WRGB	133,000
Seattle	KING-TV	63,100
St. Louis	KSD-TV	239,000
Syracuse	WHEN, WSYR-TV	95,117
Toledo	WSPD-TV	75,000
Tulsa	KOTV	61,085
Utica-Rome	WKTV	36,000
Washington	WMAL-TV, WNBW, WTOP-TV, WTTG	219,760
Wilmington	WDEL-TV	55,619

Markets on Air 63 Stations on Air 107 Estimated Total Sets in Use 10,806,200

Editor's Note: Totals for each market represent estimated sets within televiewing area. Where coverage areas overlap set counts may be partially duplicated. Sources of set estimates are based on data from dealers, distributors, TV Circulation committees, electric companies and manufacturers. Since many are compiled monthly, some may remain unchanged in successive summaries. Total sets in all areas is necessarily approximate.

1.

With the gals, MacEvelly was never inept,
But the one that he fell for would never accept.

SOUTH PACIFIC
SOUTH PACIFIC

2.

But at last he prevailed. His success was terrific!
He wangled one ticket to see South Pacific.

SMACK
WHIO-TV
6
Television
PRODUCT
PRODUCT
PRODUCT
PRODUCT
PRODUCT
PRODUCT

3.

Right show—and right audience—won his objective.
With your Dayton sales you should be as selective!

To Make a Hit in Dayton*

THE SHOW MUST GO ON WHIO-TV

* WHIO-TV is the first and leading station—not only of Dayton, but of the whole, wide, rich Miami Valley as well. To sell these 648,000 enthusiastic viewers, currently in constant touch with 162,000 TV sets, concentrate on our dominant† coverage. National Representative, G. P. Hollingbery Company, will gladly submit Pulse reports and market data.

4.

MORAL: Why labor it? You get 'em both—for Dayton—on Dayton's first and favorite station—WHIO-TV.

CHANNEL 13
whio-tv ·AM ·FM
DAYTON, OHIO

† Pulse December report shows that WHIO-TV had 8 out of 10 top televised shows!

Public's Views

(Continued from page 57)

commercial interests to improve the quality of its present programming.

The U. of Louisville in its letter related how "1,332 music lovers" sent letters of protest to heads of major networks as the result of a *Time* magazine story which referred to a squeeze being put on good music.

One clothing manufacturer's letter simply asked: "What can I do?"

An advertising agency executive referred to the unlimited possibilities of television and declared: "I should certainly dislike to see this wonderful medium completely dominated by commercial interests."

James G. Patton, president of the National Farm Union, voiced his approval of the reservation proposal, likening the channels available to natural resources. He wrote: TV channels "should be conserved in behalf of the public interest. I have very little confidence that profit-motivated big business will do much for education."

A substantial portion of the letters to the FCC were from housewives, mothers and even children themselves. More than 50 children in Gaithersburg, Md., sent individual messages in support of educational telecasting.

A principal of a one-room school with 12 students in an outlying area implored the FCC that it "mustn't forget they exist too."

The oft-used contention that in order to educate the public you must meet it at its own level was decried by one writer, who declared this was a "kiss of death for radio." Rather, he told the Commission, "you're going to have a tough fight to keep TV from joining radio in the outer darkness."

FEBRUARY "Mighty Monarch of the Air" award went to Jerry Lester, NBC-TV, as "the young comedian who has brought a new and fresh approach to TV comedy." Award was presented to comedian on his Feb. 3, show, by Majestic Radio Corp., originator of the monthly citations.

SRT • SRT • SRT • SRT • SRT

RADIO and TV STATIONS
Profits Depend on
Efficient Personnel

Our Graduates are
Checked for
Ability and Enthusiasm
Appearance and Personality
Integrity and Showmanship
Trained by . . .
Network Professionals
Trained to . .
Do more than one job well
Understand your operational problems
Trained with . . .
Complete TV and Radio Commercial Equipment
Trained under
Actual Broadcast Conditions

For Prompt Free Service
Call, Write, or Wire
Personnel Division
SCHOOL of RADIO TECHNIQUE
316 West 57 St., N. Y. • PLaza 7-3212

SRT • SRT • SRT • SRT • SRT

MILTON BERLE is his usual clowning self here but a few minutes later he became serious as he delivered an appeal for the 1951 Heart Fund drive. Mr. Berle made the appeal on Westinghouse's *Studio One*, CBS-TV, Jan. 29. Just before the show are shown (l to r) Thomas P. Losee, McCann-Erickson Inc.; Mr. Berle, J. M. McKibbin, v. p., Westinghouse Electric Corp., and A. Scalpone and Chester A. Posey, v. p.'s of McCann-Erickson.

ASCAP Showdown

(Continued from page 19)

committee for BROADCASTING • TELECASTING.

Flat Fee Proposal

"The committee was disinclined to accept this decision, but to keep negotiations open we asked the ASCAP group for its best possible proposal, which was for a flat fee on programs and another fee of 50% of that amount for adjacent commercials. Our group felt it could not recommend the acceptance of such terms to the television broadcasters, so this plan was rejected and ASCAP thereupon broke off negotiations with us."

That was Dec. 13. The following day, ASCAP notified all TV stations that it would shortly issue per program license forms and send them together with the blanket license forms previously issued to the stations for their consideration. The present interim licenses will continue in effect for a period of 30 days following receipt of the forms, ASCAP said, while the telecasters made up their minds which type of license, if either, to accept. The interim fee is a flat monthly payment for the general use of ASCAP music, the amount ranging from $50 to $250 a month, depending on the annual revenue of the station, subject to readjustment in accordance with the terms of the license finally taken out.

"If any TV broadcaster finds either or both of the ASCAP licenses unacceptable," Mr. Sprague explained, "he can on the 30th day, notify ASCAP that he wants to negotiate better terms. He can then negotiate with ASCAP for the next 60 days and during all this time the station can continue to use ASCAP music upon paying the interim fees.

"If no agreement is reached in these negotiations, the broadcaster, on the 90th day, can file a petition in the federal court in New York asking that the terms be fixed by the court and that interim fees also be fixed for the use of ASCAP music until the court renders its decision, subject to readjustment to the terms of the reasonable fee fixed by the court."

When a meeting of TV broadcasters was scheduled for Jan. 19 in Chicago to discuss the establishment of a new industry organization, Chairman Martin invited them to attend a meeting on the ASCAP situation the previous afternoon, expecting that by that time ASCAP would have issued its promised per program licenses. The licenses were not available by that date—and they are still unissued—but the meeting was held anyway. The 60 TV broadcasters who attended adopted a resolution authorizing the committee "to take any and all necessary and appropriate steps to secure a satisfactory television per program license from ASCAP, including giving assistance to such television stations as may institute attendant court actions," the stations further pledging financial support of the committee in all such activities [BROADCASTING • TELECASTING, Jan. 22].

Committee Ready

Following the meeting, which gave full approval to the committee's rejection of the ASCAP move to secure fees for commercials adjacent to programs of ASCAP music, Mr. Sprague reported, the committee notified ASCAP that it was still functioning and ready to resume negotiations whenever ASCAP so desires. "That offer still stands," he stated.

The committee membership, in addition to Chairman Martin, includes:

Roger W. Clipp, WFIL-TV Philadelphia; Robert D. Swezey, WDSU-TV New Orleans; Nathan Lord, WAVE-TV Louisville; Eugene S. Thomas, WOR-TV New York; C. Robert Thompson, WBEN-TV Buffalo; G. Richard Shafto, WIS Columbia, S. C.; Howard Lane, Field Enterprises, Chicago; Edward McCrossin, DuMont TV Network; Irving R. Rosenhaus, WATV Newark; Charles A. Batson, NAB; Will Baltin, TBA.

In his letter to Mr. Thomas, Mr. McCollough proposed that a joint meeting of the NAB-TV board and the special music committee be held in New York, with "ASCAP notified that we are there to do business in relatively short order or pass the matter into litigation."

Warning Given

Mr. McCollough warned that unless some such move is made the ASCAP negotiations may "become an exceedingly ill-timed and unnecessary debacle on the part of the television industry." At the moment, only a comparatively few television operators appear to be interested in per program contracts.

Mr. McCollough told BROADCASTING • TELECASTING Friday that he had heard from practically all the television station operators to whom he had written and that the responses indicated a pretty general agreement with his view that every avenue of negotiations with ASCAP be fully explored before the matter of determining fair and reasonable terms of per program licenses be turned over to the courts.

Many letters, he said, contained emphatic expressions of belief that most TV broadcasters are not interested in per program licenses and would not voluntarily contribute to costly litigation over them.

Copies of the letter sent to leading TV broadcasters have produced a generally favorable response to Mr. McCollough's position, it is understood.

George Whitney, KFI-TV Los Angeles, however, replied that his station will "very cheerfully" pay its fair share of court costs "rather than be victimized. We did not go through the experiences of 1940 to

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'RADIO MANUAL'

Covers Broadcast Field

THE RADIO MANUAL. By George E. Sterling and Robert B. Monroe. New York, D. Van Nostrand Co. 890 pp. $12.

THE *Manual*, a favorite with radio engineers since 1928, has been revised to cover the theory and application of the entire radio field, complete with all the latest developments. George Sterling, former chief engineer and now FCC Commissioner, was assisted by Robert Monroe, CBS engineer, in preparation of the new material. Dr. Thomas T. Goldsmith Jr., director of research for Allen B. DuMont Labs, also contributed a chapter on the important fundamentals of a complete television system.

A wealth of materials, including chapters on broadcast studio and control equipment, FM transmitters, etc., is presented. New chapters have been added on radio wave propagation, antennas and radio equipment for emergency services. The chapter on marine navigational aids covers radar and loran equipment. Final three chapters are devoted to a complete coverage of the laws which govern operation of all types of radio stations, and to the rules for commercial radio operators.

now permit ourselves to be terrorized. If we have to we can do just what we did before—get along (very well indeed) without ASCAP music until such time as they are disposed to deal fairly with us."

Mr. Whitney noted that "there are two major considerations presently influencing our attitude toward the ASCAP proposals:

"(1) We are not informed of the basis upon which it is claimed that the rendition of a copyrighted musical composition by *televised* broadcasting is, *under the law*, any different than a rendition by AM radio.

"We desire to be informed upon this point, and to have cited to us the authorities supporting the ASCAP position, if it is their position, that there is such legal difference in the nature or character of the two types of renditions as justifies a higher or different fee for the use.

"(2) We are informed that ASCAP demands that the rate of payment agreed upon shall apply to receipts from any commercial announcements immediately preceding or following a program in which ASCAP music is used.

"We are unalterably opposed to the making of such payments, and believe our position to be firmly supported by the terms of the consent decree presently governing ASCAP's operations, which forbid the collection of fees in respect to programs in which ASCAP music is not included."

He added that E. C. Mills, onetime general manager of ASCAP, is serving KFI-TV as consultant in this and other matters "and we have had the benefit of his thinking on this subject."

School Directory

MORE THAN 400 institutions of higher learning now have courses in radio or television, according to a directory prepared for the Federal Security Agency by Gertrude G. Broderick, radio education specialist. Franklin Dunham, chief, Educational Uses of Radio, FSA, expressed a hope that the directory "will continue to serve as a guide to those interested in exploring training possibilities in these two important fields."

ATLAS FILM CORPORATION

ESTABLISHED 1913

CREATORS and PRODUCERS
of
TELEVISION COMMERCIALS

1111 SOUTH BOULEVARD
Oak Park, Illinois

CHICAGO: AUSTIN 7-8620

TRACY-LOCKE SCORES

Shows TV Spots Superior to Newspaper Ads

USING the collective sweet tooth of televiewers as a yardstick, Tracy-Locke Co. Inc., Dallas, devised a method of measuring the value of late-evening telecasting locally.

The agency's device also shows graphically, and in dollars-and-cents fashion, another instance where television's sales power is superior to that of newspaper advertising.

TV rating services in the Dallas-Fort Worth area do not, as yet, reportedly have adequate means of tallying television listening at 11 p.m. weekdays.

An agency client, the King Candy Co., agreed to offer in a one-minute 11 p.m. Thursday spot on WBAP-TV Fort Worth a box of candy to the first 500 writers-in. Number of persons watching each set was requested.

Within 24 hours, 2,011 replies were received with an average of 3.5 viewers per set.

Of the returns, 96.7% were from within a 50-mile radius. From towns more than 100 miles distant came the remaining 3.3%.

Breaking the figures down, Tracy-Locke pointed out that the cost of the spot was $12, making a cost per thousand viewers of 17.1 cents. By comparison, a two-inch ad in a leading newspaper covering the same territory at a $12 cost, and using a high readership of 4% and a circulation of 165,036, an audience of 23,000 readers would have been reached. This would place the newspaper ad cost per thousand at 52 cents.

Tracy-Locke happily commented that TV won that battle by delivering 304% more audience for the client's dollar.

In a congratulatory mood are Philip L. McHugh (l), Tracy-Locke radio and TV director, and Clay W. Stephenson, executive vice president and King account executive, Tracy-Locke.

* * *

URGES TRUE ADS

Yambert Addresses L. A. Group

"A RECENT survey shows that 41% of those interviewed believe advertising to be untruthful, wholly or in part. To improve this condition is a challenge to everyone charged with the creation of advertising." Such was the contention of Ralph F. Yambert, president of Yambert, Prochnow, McHugh & Macaulay Inc., Beverly Hills agency, when he spoke at a Los Angeles Ad Club meeting in the Biltmore Hotel, that city.

Including radio and TV along with other media, Mr. Yambert declared "too many advertisements today, while not entirely untrue, are certainly filled with half-truths. If advertising is to carry out its function of increasing the flow of goods, it must be believed. The advertisements I refer to are made up by a minority of agencies that don't understand or don't care about their responsibilities to the public."

Mr. Yambert, a board member of the Southern California Advertising Agencies Assn., reminded that "the advertising codes developed by agency groups around the country are aimed at making *all* advertising a clear and stimulating expression of the nation's productive power."

Smythe To Speak

DR. DALLAS W. SMYTHE, director of the New York video program survey, will discuss that project Thursday before the Chicago Television Council. Results of the New York survey became a issue in Washington when they were introduced into the battle before the FCC between educators and commercial broadcasters over proposed reservation of channels for educational TV stations. Dr. Smythe is an associate in the Institute of Communications Research at the U. of Illinois and was formerly with the FCC as assistant chief accountant and chief of the economics and statistics branch of the Commission.

Atomic Blast

ATOMIC-test blast flash off in southern Nevada, some 300 miles away, was telecast over KTLA (TV) and KTTV (TV) Hollywood, early last Tuesday morning, chalking up another "first" for television. Although many in the Los Angeles area felt the concussion, television viewers saw only a bright flash on their screens, its searing white radiance lasting only for a split second. KTLA and KTTV set up their cameras atop Mt. Wilson, 5,710-foot mountain peak, where stations' transmitters are located. KTTV used one camera. KTLA utilized three. Both stations started telecasting at approximately 5 a.m., with the blast flash occurring 47 minutes later.

NARBA Tiff

(Continued from page 25)

FCC Comr. Rosel H. Hyde, with Capt. John Cross of the State Dept. as vice chairman. First sessions were held in Montreal from September to December 1949, when they broke up to permit separate U. S.-Cuban negotiations designed to reconcile differences between the respective viewpoints of these two nations.

These bilateral sessions were held in Havana in early 1950 but failed to bring agreement. The full conference then reassembled in Washington in September 1950 and continued sessions until the treaty was evolved and signed Nov. 15.

Nations whose representatives signed the new agreement were the U. S., Canada, Cuba, Bahamas-Jamaica, and Dominican Republic.

The NARBA becomes effective when ratified or adhered to by three of the following four countries: U. S., Canada, Cuba, and Mexico.

Its terms provide that it shall continue in effect for five years or until a new agreement goes into force. It may be revised at a plenipotentiary conference to be held in four years, and the broadcasting regulations which it contains may be changed at an administrative conference to be held in advance of the plenipotentiary session.

Adequate advertising helps business manufacture more customers at low cost.

Your advertising in Printers' Ink tells the leading buyers of advertising how your station can help them manufacture more customers in your market—at low cost.

Winning Soap Battle

(*Continued from page 24*)

household word throughout its 150,000 square mile distribution area for more than a century."

In his commercials, Mr. Harrington loudly claims that most living women in the Chicago area grew up with American Family. He asserts that the product has served great-grandmother, grandmother, mother, and daughter, and plays up brand loyalty and the washday tradition of American Family at every opportunity.

Account Executive John Gillis of the Kastor agency believes it is a tribute to regional radio, and WBBM's 50 kw coverage in particular, that the product has managed to achieve a high sales record without the support of network shows, such as those used by some American Family competitors.

This does not mean that WBBM is the only radio station used, however. Transcribed radio is used in outlying markets in the five-state area, and Kastor also is developing newscaster-personalities of the John Harrington type, and adapting his format, in other localities.

Neither the agency nor P. & G. will reveal American Family's radio budget, but based on recent appropriations, it is estimated to be well above $100,000 annually. Time alone on WBBM cost $39,613.60 last year. Add to that figure Mr. Harrington's talent fees, cost of maintaining a fulltime newswriter, and the fee to Community News Service.

"Big John" Harrington's entrance into radio was in keeping with his straight-forward manner. When only 19, he invaded the studios of KWK, then in St. Louis' Chase Hotel, and had the temerity to tell the first man he met that he could broadcast baseball better than the station's well-known "Thomas Patrick."

The man, an amused Thomas Patrick Convey, late founder of KWK who used his first two names at the mike, promptly set up an audition for Mr. Harrington. He was impressed with the timbre of the young applicant's voice.

Because Mr. Convey had a son about the same age as John, and figured the two lads could go through their apprenticeships on KWK together, he hired Mr. Harrington as a newscaster.

Within five years, after he had scored outstanding news beats for KWK by being the first to interview the kidnapped Dr. Isaac Kelly; setting up exclusive courtroom coverage of the Nellie Muench murder trial, and getting on the air first with Jackson and O'Brien, famous endurance flyers, "Big John" felt he was ready for the midwest's "big town." He joined the staff on WGN Chicago.

Goes to St. Louis

When Thomas Patrick Convey passed away the following year, Mr. Harrington went to St. Louis to attend the funeral and remained as assistant to Bob Convey, who succeeded his father as president of KWK. Two years later, Jack Van Volkenburg, then manager of KMOX St. Louis, lured Mr. Harrington to the CBS-owned station, but John never took the air there. Forty-five minutes after he had reported to KMOX for his first assignment, H. Leslie Atlass, vice president in charge of CBS' Central Division, and Frank B. Falknor, manager of WBBM, Columbia-owned Chicago outlet, walked into Mr. Van Volkenburg's office on a routine business call. Both were impressed with Mr. Harrington and decided he would have a greater future in Chicago.

John has been at WBBM ever since and has been equally successful at sports and newscasting. Oldest WBBM announcer in point of service, he has been sports director since the station gave up baseball play-by-play in 1940.

American Family Flakes was manufactured and marketed by James S. Kirk & Co. when P&G bought its new million-dollar plant in 1930. The 57-year-old Kastor agency got the account from Kirk two years before this transaction.

The Kirk facilities were acquired by P&G during its big 1928-30 expansion, when it also took on Oxydol and Lava brands from the William Waltke Co., purchased Globe Soap Co., the Duz Co., and others.

IN CINCINNATI

MORE local and national spot advertisers buy
MORE time on WLW-T to sell
MORE products to
MORE people . . .
. . . than any other TV station in Cincinnati

IN DAYTON

MORE local and national spot advertisers buy
MORE time on WLW-D to sell
MORE products to
MORE people . . .
. . . than any other TV station in Dayton

IN COLUMBUS

MORE local and national spot advertisers buy
MORE time on WLW-C to sell
MORE products to
MORE people . . .
. . . than any other TV station in Columbus

THIS IS

WLW-TELEVISION

WLW-T CHANNEL 4 CINCINNATI
WLW-D CHANNEL 5 DAYTON
WLW-C CHANNEL 3 COLUMBUS

Serving the second largest TV market in the Midwest
Audience: Videodex, December, 1950

DISCUSSING the Feb. 4 premiere of the *Armed Forces Hour* [BROADCASTING • TELECASTING, Jan. 29], Defense Dept. TV show, are (l to r) Herman Cohen, vice president, WAAM (TV) Baltimore; Charles Dillon, head, radio and TV branch, Office of Public Information, Defense Dept.; Clayton Fritchey, director of information, Defense Dept., and Ken Carter, general manager, WAAM. The show, seen over 56 DuMont stations, originates at WAAM.

DETROIT AIRS

Senate Crime Hearings

WJBK-AM-TV and WJR Detroit late last week were giving special coverage to the Senate Crime Investigating Committee which opened hearings in the Michigan city last Thursday.

WJBK canceled commercials for three days to bring Detroit broadcasts and telecasts of the hearings, as a public service in cooperation with the Detroit *Times*.

WJR set up microphones and the news staff recorded the proceedings which were played back to the public Thursday, Friday and Saturday nights.

REORGANIZATION

Senate Okays Truman Bill

THE SENATE passed and sent to the House last week a bill (S 101) to permit President Truman to reorganize government agencies on a temporary basis to fill national defense requirements.

The measure would authorize the President to proclaim temporary reorganization plans for defense purposes, with the plans becoming effective after 18 days, unless specifically turned down by the House or Senate. The provision was inserted at the insistence of Sen. John W. Bricker (R-Ohio), who also moved to strike out a section which would have authorized the Chief Executive to appoint certain top officials without Senate confirmation.

Under the present reorganization law, Congress has 60 days in which to veto presidential reorganization orders. This law, under which the Senate last year turned down a Truman proposal to reorganize the FCC along the lines of the Hoover Commission's recommendation, remains unchanged for any permanent reorganization desired by the administration.

LIBERTY BROADCASTING System joins Southern Calif. Broadcasters' Assn. Total of SCBA member stations now 54.

CRIME REPORT

Hill Group Sets New Date

DEADLINE for the final report to Congress by the Senate Crime Investigating Committee, which may recommend legislation for the control of wire services disseminating racing information [BROADCASTING • TELECASTING, Jan. 22], has been delayed one month.

The committee has now scheduled March 31, the date when the committee expires under Congressional authority unless extended, as its report deadline instead of Feb. 28, previously set.

Sen. Estes Kefauver (D-Tenn.), chairman of the crime probe committee, has stated in New Orleans that the placing of racing wire services under jurisdiction of the FCC to insure proper use of information is one of four methods that could be used to check nationwide gambling.

Gambling Chief Subject

Gambling is the chief vice being investigated throughout the country by the committee.

Recommendations for wire service control, if forthcoming, probably would touch on the field of horse race broadcasting. FCC still has outstanding an inquiry of all radio and TV stations that it has been conducting, requesting details on horse race programming. Results of this questioning could result in license renewal proceedings for stations considered to be presenting unbalanced programming, or indirectly aiding illegal gambling. The FCC also has submitted data on horse race broadcasting to the Senate committee.

....for the finest in professional tape recording equipment

STANCIL-HOFFMAN

HOLLYWOOD 38, CALIFORNIA

BASEBALL DRIVE

Radio-TV Will Join Minors' Promotion

BROADCASTERS and TV stations will join baseball officials in promoting the golden anniversary of minor leagues, they told George Trautman, president of the National Assn. of Professional Baseball Leagues, at a meeting held last Monday in New York.

Advertisers, sportscasters, sports writers and advertising agencies were represented at the meeting. They promised to cooperate in Baseball Week, April 15-21. NAB has been represented at a series of minor league regional meetings and will submit promotional material to stations.

Calling the meeting "something of an historic occasion," Mr. Trautman, after pointing out the common interests of major and minor leagues, said that overall minor league attendance had fallen from 43 million in 1949 to 35 million in 1950. While he would not say that radio and TV were responsible for this, he said, he felt that much could be done about it, particularly because many clubs do not know how to use radio to help their attendance. Of the operators of 248 clubs in 32 minor leagues, about 75% were men engaged in other businesses. Consequently a wide diversity of experience and knowledge existed among them to be called upon.

Immediately at least, he said, the national emergency would not seriously curtail operations. At the last war's peak, 12 million men were in service, but the current goal is only 3.5 million, with 2.7 million already in uniform. So far, out of about 12,000 minor league players in the country, only 368 have been called up.

Hugh Higgins, appearing for NAB as well as BAB, said that "radio is baseball's biggest grandstand" and pledged that the entire industry would get behind the minor leagues.

MBS Director of Sports Paul Jonas suggested regional clinics for club operators in use of radio and TV, which he said he already had brought up with major league owners. MBS would be glad to cooperate, he said.

C. L. Jordan, executive vice president of N. W. Ayer, pointed out that the newspapers had largely built baseball into a national institution. Now, he said, if radio and TV were to get behind the game, "it ought to help a great deal."

Coca-Cola Plans

Vince Williams of Coca-Cola said his company is preparing what "in the overall picture will be a national campaign" on behalf of baseball. Included will be spot announcements, a skit over a network program, national advertising including billboards, all of which will be tied in with promotion being discussed.

Red Barbour, CBS sportscaster, called attention to the tendency of club operators to "start out strong" in furnishing information regularly to radio stations, and then to dwindle off until the burden is upon radio personnel to dig the information up.

Gordon McLendon, president of Liberty network, said he had learned that specific plugs pull better than general ones, and mentioned a game in which it was announced that one team would appear in shorts, a fact which apparently drew a large attendance. Curiosity and interest is aroused, in such manner, he said, in the next particular game, rather than in any game.

Ted Husing, after remarking on his own absence from baseball for a number of years, said he felt that it was probably sufficiently unchanged to warrant his giving an opinion. Ideas, he said, were what were being asked for at the meeting, and they usually sold for money. He suggested small conferences with top promotion people on a paid basis to work something out.

Use Morse Code

MORSE code newscasts are being transmitted by the Voice of America eight hours each day to Soviet Russia in the hope that the reports will be distributed by anti-Communist factions, it has been revealed. The messages are aired in Russian Morse code the first 20 minutes of each hour throughout the broadcast day from stations on the East and West Coasts of the U. S., Germany and the Philippines. Purpose of the plan is to encourage publication of anti-Communist newspapers throughout the Soviet Union, Voice officials explained.

GIBSON TO DPA

NPA Also Appoints Four

APPOINTMENTS to five key posts within the government's two top production agencies—the Defense Production Administration and the National Production Authority—were announced last week.

Edwin T. Gibson, General Foods Corp., New York, was named by DPA Administrator William H. Harrison to the post of deputy administrator for staff services of DPA. He has been granted leave of absence from his position as executive vice president of General Foods. Mr. Gibson is also a member of the firm's executive committee and the board of directors.

The executive joined General Foods in 1933, heading several subsidiaries, including Birds-Eye Frozen Foods. Previously he had been associated with National Biscuit Co., American Sugar Refining Co. and other firms.

Appointment of Manly Fleischmann as NPA administrator was announced by Secretary of Commerce Charles W. Sawyer. Mr. Fleischmann had been acting administrator since Jan. 23 when Gen. Harrison shifted to DPA. Previously he was general counsel for NPA. A Buffalo attorney, Mr. Fleischmann served with the War Production Board during World War II.

The new NPA administrator also announced an appointment—that of Glen Ireland as NPA deputy administrator last Tuesday. Mr. Ireland, who had been serving as assistant to the administrator since last October, is currently on leave of absence from his post as vice president and general manager of Pacific Telephone & Telegraph Co., Northern California and Nevada area. Previously he was with AT&T and Northwestern Bell Telephone Co.

Other appointments, also announced by Mr. Fleischmann, were those naming John C. Pritchard, Denver businessman, to head up NPA's Office of Small Business as director and James L. Kelly as deputy director. Mr. Pritchard has been a member of the Dept. of Commerce's Small Business Advisory Committee since 1926. Mr. Kelly has been active in Washington government circles since 1942, having assisted in the establishment of central administrative services for war agencies. He has been with the Budget Bureau and the War Assets Administration.

KSWM
JOPLIN, MO.

REACHES 446,600*
PERSONS WHO SPEND...
$285,550,000 ANNUALLY
IN TOTAL RETAIL SALES!

MO
KANS
Kansas City
St. Louis
KSWM
Joplin
140
260
OKLA
105
Tulsa
ARK
210
Little Rock

* This map shows airline miles to nearest metropolitan centers, asuring unduplicated CBS service to the KSWM audience.

Now in its *fifth year* of service, KSWM is an integral part of all community affairs and activities.

KSWM
Austin A. Harrison, President
CBS in JOPLIN, MO.
Nationally Represented by WILLIAM G. RAMBEAU CO.

WHERE SALES COUNT!

IF YOU HAVE MERCHANDISE TO MOVE—

and you want to move it fast — ring up sales with W D O K. You'll be *HAPPY* with the results—you'll be surprised at the *LOW COST!*

SELL THROUGH WDOK

Affiliated with . . .
THE LIBERTY BROADCASTING SYSTEM . . .

serving Ohio's 1st market 24-hours a day
WDOK
Cleveland
1260 kc. 5000 w.
Represented by Everett-McKinney

upcoming

Feb. 12-13: Columbia Affiliates Advisory Board District 9, San Francisco.

Feb. 13-15: RTMA Midwinter Conference and Board Meeting, Hotel Stevens, Chicago.

Feb. 14-15: NBC Stations Planning and Advisory Committee for radio and TV networks, New York.

Feb. 14-16: Columbia Affiliates Advisory Board District 7, Omaha.

Feb. 16-17: First Annual Regional Television Seminar, WAAM (TV) Baltimore.

Feb. 16-17: Fifth Annual Radio News Short Course, and Northwest Radio News Assn. Annual Meeting; School of Journalism, U. of Minnesota, Minneapolis.

Feb. 17: Carolinas Radio News Directors Assn., News Clinic, Chapel Hill, N. C.

Feb. 17-24. Fifth Annual AAAA Examinations, administered by regional councils and chapters.

Feb. 19: NAB TV Board of Directors, Ad Club, New York.

Feb. 20: Advertising Club of Washington Radio-TV Seminar, Hotel Statler, Washington, D. C.

Feb. 22: Voice of Democracy Awards Luncheon, Hotel Statler, Washington, D. C.

Feb. 23: Illinois Broadcasters Assn., Leland Hotel, Springfield, Ill.

Feb. 23-24: First Annual Clinic for Radio Broadcasters, U. of Kentucky, Lexington.

Feb. 26-28: Florida Assn. of Broadcasters and Florida State General Extension Division Sports Clinic, Gainesville, Fla.

Feb. 26-March 1: Canadian Assn. of Broadcasters Meeting, Chateau Frontenac, Quebec, Que. (Registration date is Feb. 25.)

ABC
AMERICAN BROADCASTING COMPANY
IN LOUISVILLE
1080 Kilocycles
WKLO
5000 WATTS-DAY
1000 WATTS-NIGHT
BALANCED PROGRAMING
for better listening...
more listeners
WK☆LO
Louisville, Ky.
JOE EATON, MGR.
Represented Nationally by
JOHN BLAIR & CO.

RELIGIOUS ISSUE

Rep. Kersten Hits FCC Action

TAKING issue with an FCC examiner's contention that the First Amendment to the Constitution would be violated through a new station grant to a religious organization that would program to further its own religious interests, Rep. Charles J. Kersten (R.-Wis.) flatly told the House that the violation would be if the FCC failed to grant the license.

The Wisconsin Congressman referred to the proposed denial of a new non-commercial AM station in Kansas City to the Reorganized Church of Jesus Christ of Latter-Day Saints, issued Dec. 29, 1950 [BROADCASTING • TELECASTING, Jan. 1]. In his conclusions, Examiner J. D. Bond found that the applicant was legally, financially and technically qualified to operate the station. But, though the applicant's proposed programs "in these respects would serve the public interest, convenience and necessity," Mr. Bond found that "because the Constitution so requires, the . . . application should be denied even though it might otherwise be qualified to hold a broadcast station licensee."

Rep. Kersten in his dissent referred to that particular part of the First Amendment which provides:

> **Congress shall make no law respecting an establishment of religion or prohibiting the free exercise thereof.**

"It is my contention," Rep. Kersten declared, "that in this instance the FCC would violate the First Amendment not if it granted the license, but rather if it failed to grant the license. It would be an obstruction of the free exercise of religion to deny a license solely because the applicant is a religious organization.

"This authoritarian abuse of discretion is a result of the false totalitarian belief that the federal government is the complete and sole proprietary owner of all the airwaves, and not merely a regulator of their use."

'Dangerous Thinking'

He warned of "the type of dangerous thinking" that appears "to be infesting more and more of our bureaucratic administrators."

Rep. Kersten termed "totally false" the premise that the government "can dispense them (air waves) to whomever it sees fit."

Conceding that broadcasting must be subject to federal regulation due to certain obvious problems, the Wisconsin Congressman hastened to add "regulation by the government does not mean complete control." He continued:

> As the terms of the law creating the FCC indicate, the primary purpose of regulation of radio stations is to see that those who are licensed to operate, serve the public interest, convenience and necessity. As long as the public interest, convenience and necessity is served, the FCC has no right to deny a license to an applicant, unless, of course, such a granting would cause hopeless radio interference with other stations already operating.
>
> In this present case of the Mormons, it must be remembered that the examiner had already determined that the public interest, convenience and necessity would be served by this station and there would be no interference with other operating stations, and yet the examiner denies the license because he believes that to grant it would violate the First Amendment.
>
> . . . What greater violation of this amendment by Congress could there be if Congress so created the FCC, that it would have the power to deny a radio station to a church or religious group solely because it was a church or religious group.

Rep. Kersten referred to Supreme Court rulings that had upheld the rights of various creeds to preach on the street and distribute literature, saying that under the First Amendment it was on the same high estate as worship in churches and preaching from the pulpit.

Radio Normal Channel

Accordingly, he declared: "In this age of mechanical and scientific advance, the radio is an ordinary and normal means of projection of one's ideas and thoughts. To a large part it has replaced the street preaching of old. . . . When then, too, is the right of freedom of religion or freedom of speech without a radio channel."

Rep. Kersten also included in the record a copy of an *America* magazine article by Edward J. Heffron, director of community relations for Johnson & Johnson, New Brunswick, N. J., who also saw a threat in the proposed decision's reasoning [BROADCASTING • TELECASTING, Feb. 5].

Feb. 19 is the deadline for filing exceptions to the initial decision and, as of last Thursday, none had been received by the FCC. Normally, Feb. 6 would have been the final date under Commission's procedure of allowing 40 days between proposed and final actions, but the FCC approved a request for additional time.

FLANIGAN NAMED

As Oliver Morton Successor

ROBERT M. FLANIGAN, veteran of 15 years in the business side of broadcasting and associated with NBC Chicago since 1942, has been named head of the network's National Radio Spot Sales Dept. in Chicago. He succeeds Oliver Morton, who died Feb. 2 [BROADCASTING • TELECASTING, Feb. 5].

Mr. Flanigan

Mr. Flanigan started his radio career with World Broadcasting System in Chicago in 1935. He is a graduate of the U. of Illinois and holds a law degree from De Paul U., Chicago.

Joining the NBC local and national Spot Sales Dept. in Chicago nine years ago, his career was interrupted in 1943 when he joined the Army Quartermaster Corps, and spent some time in the China-Burma-India theatre. He returned to NBC in 1945 and when the National Spot Sales was split into Radio and TV Spot Sales recently, Mr. Flanigan remained assigned to Mr. Morton's staff.

He is a native of Aberdeen, S. D.

HONOR HENNOCK

Gets Educational Award

THE 1950 award of the Adult Education Council of Philadelphia will be conferred on FCC Comr. Frieda B. Hennock. The awards committee selected Miss Hennock as the "champion of education by radio and television in order to bring knowledge, culture and enjoyment to more Americans," according to Henry Klein, chairman of the council.

Formal presentation will be made Thursday in Philadelphia at a dinner in the Franklin Institute when Comr. Hennock is scheduled to speak.

the KOKOMO market is rich!
Distribution of Listening Homes among stations . . .
Latest Conlan Figures . . .
WIOU . . . 67.0%
POPULATION 224,200
BMB RADIO FAMILIES 74,210
EFF. BUYING INCOME $302,329,000
RETAIL SALE SALES $181,967,000
FOOD SALES $46,980,000
NO. FOOD STORES 591
DRUG SALES $6,539,000
NO. DRUG STORES 77
FARM $ $65,071,000
WIOU
1000 WATTS ON 1350 KC
KOKOMO, INDIANA
Columbia Broadcasting System
National Rep: Weed & Co.

Open Mike

(Continued from page 38)

don't they be more diplomatic and fortunate in their choice of words? . . .

We thrive on the success stories and encouragement your publication has given us in the past, and hope that in the future statements can be worded in a more enlightening manner.

Robert E. Williams
Station Manager
WFML (FM) Washington, Ind.

EDITOR:

I notice in Jan. 29 CLOSED CIRCUIT that the Commission is out of work as TV is frozen and will continue that way, AM spectrum is overloaded and FM is a practically forgotten medium. We haven't forgotten FM and neither have 7.5 million radio listeners, 676 stations, and many prominent personages in the radio industry. (Figures taken from BROADCASTING • TELECASTING same issue.)

Ray Torian
KNOB (FM) Long Beach, Calif.

AIR ELECTRONICS

USAF Reports New Devices

DEVELOPMENT of new electronics and munitions equipment which will enable the U. S. Air Force to attack enemy ground forces effectively in darkness and inclement weather was revealed last Monday by Air Force officers.

While details of the development remained highly classified, it was known that light bombers and fighters would carry special electronics equipment for navigation at very low altitudes, and that ground controllers would be equipped with "highly mobile" radar equipment to track planes and relay patrol information. Forward observation posts also would be given certain electronic aids to detect enemy movements. The developments have been under study for six years and probably will be slated for production by key electronics firms.

WDRC
HARTFORD 4 CONNECTICUT
WDRC—FM

$140,658,000 In Food Sales*

Food advertisers pick WDRC, the Test Station in Hartford, the country's No. 1 Test City. Write Wm. Malo, Commercial Mgr., WDRC, Hartford 4, Conn.

CBS

* Sales Management's Figure for Hartford Metropolitan Area

allied arts

COFFIN, COOPER & CLAY, operator Tele-Que Audience Analysis, open S. F. office at 260 Kearney St. Telephone: DOuglas 2-1452. **ROBERT SEELYE** is office manager.

RAYMOND REEVES, vice president S. F. Bay Area Council, named dean School of Advertising at Golden Gate College, S. F.

METRO-GOLDWYN-MAYER RADIO ATTRACTIONS, N. Y. producing new syndicated programs, *The Gracie Fields Show*, 30-minute music-comedy series; and *John Nesbitt's Passing Parade*, thrice-weekly, 15-minute series. Release date soon to be announced.

CARL HAVERLIN, president Broadcast Music Inc., named chairman of music publishing division of Red Cross drive.

JOYCE LANGHANS, *Honolulu Star-Bulletin*, to Vance Fawcett Assoc., Honolulu advertising-public relations firm. She will assist Mr. Fawcett in public information work.

ALAN BUNCE was re-elected president of New York local of American Federation of Radio Artists, according to January issue of *Stand By*, official AFRA bulletin. Other officers elected were: **VINTON HAYWORTH**, first vice president; **FRANK GALLOP**, second vice president; **LANNY ROSS**, third vice president; **JEAN TIGHE**, fourth vice president; **CLAUDIA MORGAN**, fifth vice president; **DWIGHT WEIST**, treasurer; and **VICKI VOLA**, recording secretary.

SHERMAN & MARQUETTE, WILLIAM H. WEINTRAUB CO. and **SHELL OIL CO.** have become subscribers to Videodex TV Rating Service published by Jay & Graham Research Inc., N. Y., Allan V. Jay, president, announced last week.

Equipment . . .

RALPH J. CORDINER, president General Electric Co., Schenectady, announced election of three executive vice presidents to fill newly-created posts with responsibilities as assigned by the president. **HENRY V. ERBEN**, vice president and general manager apparatus department. **HARDAGE L. ANDERSON**, vice president and general manager appliance and merchandise department, and **ROY W. JOHNSON**, vice president and general manager affiliated manufacturing companies department.

E. H. HOWELL, sales manager meter & instrument division General Electric Co., Lynn, Mass., appointed special representative of company's apparatus department in Washington, D. C. **DONALD E. CRAIG**, assistant manager of sales for division, named to succeed Mr. Howell. Mr. Howell will coordinate his activities with those of **E. E. POTTER**, vice president, who is located in Washington.

BRIG. GEN. RUSSELL E. RANDALL, USAF retired, appointed adviser military activities for Stancil-Hoffman Corp., Hollywood (magnetic recorders).

WILLIAM HARGREAVES appointed vice president in charge of engineering Transicoil Corp., N. Y.

DR. R. M. BOWIE, manager physics labs Sylvania Electric Products Inc., Bayside, N. Y., appointed director of engineering on staff of vice president of engineering, **E. FINLEY CARTER**.

MAGNETIC AMPLIFIERS Inc., Long Island City, N. Y., announces new line of packaged, standard magnetic amplifiers for automatic control and servomechanism application at powerline frequencies of 60 and 400 cps and with powerhandling capacities up to approximately 350 w.

MFRS. ENGINEERING & EQUIPMENT Corp., Willow Grove, Pa., published new technical bulletin describing Sweepmaster I, video sweep generator used for aligning wide-band amplifiers along with many other applications.

IVAR G. BLACKBERG, assistant division manager Stewart-Warner Electric, radio-TV division Stewart-Warner Corp., Chicago, appointed chief purchasing agent.

HEWLETT-PACKARD Co., Palo Alto, Calif., announces new line of waveguide test equipment based entirely on new concept of waveguide instrumentation. New equipment will comprise over 100 instruments. Each instrument, insofar as possible, will cover full frequency span of given waveguide size.

GENERAL ELECTRIC, Schenectady, offering two-colored bulletin on high speed synchronous generators. Publication covers standby, portable and prime-source power.

WILLIAM H. CLITHERO Jr., Houston Radio Supply Co., Houston, to National Union Radio Corp., Orange, N. J., as district manager for southwest territory.

RCA VICTOR releasing Volume V of *RCA Victor Service Data*, which provides service and technical data on all 1949 models of RCA Victor TV and radio receivers and Victrola phonographs. The book is available to servicemen through RCA distributors.

Technical . . .

VERLE JONES Jr., chief engineer of former KAVR Havre, Mont., to KPUG Bellingham, Wash., as engineer-announcer. **EDWIN MILLER**, engineer-announcer KAVR, to KBIO Burley, Ida., as chief engineer.

HARVEY JEROME, cameraman WAAM(TV) Baltimore, named assistant floor manager. **FRED WHEELAHAN**, cameraman, appointed lighting director.

PAT DIGNAN, assistant technician, CBS Hollywood transferred to KTSL (TV) Hollywood as full technician. **GUY CORNELLETTI** replaces him.

VIRGIL HINSHAW, engineer KFH-AM-FM Wichita, Kan., appointed chief engineer.

LAWRENCE C. McARTHUR, staff engineer KECK Odessa, Tex., to KFMB San Diego in same capacity.

(KAY-NEWS) K-nuz "RADIO RANCH" HOUSTON, TEXAS

Nabisco Promotional Award

NATIONAL BISCUIT COMPANY
MILK-BONE DOG BISCUIT
RADIO
PROMOTIONAL
AWARD
FOR 1950
PRESENTED TO
STATION KNUZ

Every year, during National Dog Week in September, radio stations throughout the country compete in Nabisco's **Milk Bone Dog Food** Promotional award for 1950.

And here's how K-NUZ did the job; Working with S. P. C. A., K-NUZ located 200 dogless homes for 200 homeless dogs. Three pups were featured each day on the disc-and-patter program called "Port-city Popcert." With each adopted dog went a month's supply of MILK BONE Dog Biscuit. Replies, queries, and congratulations mounted and in a few short weeks, the demand for canines outstripped the supply. S. P. C. A. marveled at the success, Nabisco was delighted with the increased sales, and the dogs—God bless 'em—wagged many a happy tail.

For information call:
Forjoe: National Rep.
or Dave Morris, General Mgr.
at KEystone 2581

K-NUZ HOUSTON TEXAS
K-NUZ

air-casters

JIM BAILEY, chief announcer WCEN Mt. Pleasant, Mich., appointed program director, **FRANK ROBINSON,** sports director, named chief announcer.

BOB VAN ROY named announcer-copywriter KITO San Bernardino. Was with WOSH Oshkosh, Wis.

NORMAN W. GLENN, NBC presentation writer, named sales promotion supervisor for network.

DeFOREST FISHER, CBS Hollywood, to KPIX(TV) San Francisco, as producer-director.

HAROLD J. BOCK, director of talent NBC Hollywood, resigned last week after 17 years association with network in Hollywood and S. F. Started with NBC news bureau in S. F. as manager and held several positions up until last year when he was appointed director of talent relations. He plans to spend next few months working on book about Hollywood radio stars, entitled *It's a Living.*

Mr. Bock

RAY PERKINS, disc jockey KFEL Denver, awarded citation for "outstanding achievement in field of radio entertainment" by *Coronet* magazine.

BOB PLATT, program director WCFL Chicago, father of girl, Mary Beth.

U.S. TREASURY Dept., Feb. 11 released *Guest Star,* series featuring **DUKE ELLINGTON,** noted musician, and **WILLIS CONOVER,** disc jockey WWDC Washington. Program released to 2,800 stations throughout country.

GEORGE CARROLL, program director WEEU Philadelphia, to start daily disc jockey show in afternoon Feb. 19.

FAYE EMERSON, ABC-TV star, received award for "the outstanding radio and TV personality of 1950," made by Baltimore Advertising Club.

BEN KAUFMAN, advertising-promotion MBS New York, now handling special MBS program-promotion project.

JIM AMECHE, announcer WFJL (FM) Chicago, one of 13 Chicagoans cited by chancery of Roman Catholic archdiocese for his work in "combatting communism and human distress." He received Laternan medal.

HAL KEITH, TV director NBC New York, recalled to active duty in U. S. Army as captain effective Feb. 14.

ALL WAS QUIET

H. R. BAUKHAGE, ABC commentator noted for his famous tag line "Baukhage Talking," was at a loss for words when confronted by a gunman demanding his money. Mr. Baukhage reported to D. C. police that while awaiting an elevator in the lobby of his apartment building the man approached and mumbled something about a "stickup." Without a word the commentator turned over his billfold containing $10, his White House pass and other credentials. The robber reportedly made a clean getaway.

JOE KRAMER named to announcing staff KFH Wichita, Kan. Was with KWK St. Louis. **STAN RICHARDS,** KXXX Colby, Kan., appointed character m.c. on *Swing Shift,* late evening record show.

O. P. KIDDER Jr., director and producer of TV programs WRGB (TV) Schenectady, to U. of Miami's Radio and TV Dept., as instructor.

BARBARA LUCAS, secretary to Donald Stewart, general manager WDTV (TV) Pittsburgh, resigns. She will resume her modeling career. **FRED WOOD,** traffic department, to personnel department. **IRENE HYDE** to station's film department.

ROSEMARY BYRNE, receptionist WBBM Chicago, and Richard E. Batten were to be married Feb. 10.

HOWARD GARLAND, disc emcee WGBA Columbus, Ga., to KVOE Santa Ana, Calif., starting daily *Here's Garland* show.

THE OLD SEA-HORSE SAYS:

No Other Medium "Offers So Much For So Little".
Now affiliated with Progressive Broadcasting System.
May We Hear From You?

WVMI BILOXI MISSISSIPPI

Serving the Entire Mississippi Gulf Coast

1000 WATTS • 570 KILOCYCLES

CHARLES MOUNTAIN resigns from NBC Chicago announcing staff to freelance in New York.

LINDSAY TUCKER, disc jockey WCAV Norfolk, voted "most popular disc jockey" in poll conducted by *Norfolk Virginian-Pilot.*

DON STOTTER, announcer WONE and WTOW(FM) Dayton, to WHIO-TV same city in floor direction and operations.

PAUL MACALISTER, interior decorator and producer of two weekly shows on WGN-TV Chicago, elected president of Industrial Designers Institute.

BOB FISHER, co-writer of NBC *Baby Snooks Show,* and Addi Miffer married Feb. 4.

TOM RUSSELL, WEEI Boston, to announcing staff WBBM Chicago.

BARBARA DEGAN, personnel director, KFRC San Francisco, to Voice of America, Washington.

RONALD COLMAN, film actor and co-star NBC's *Halls of Ivy,* given *Fame Magazine* award for "the film personality most effective in radio."

ROBERT FORREST appointed script supervisor WCAU-TV Philadelphia. Has been with CBS-TV New York and several film firms.

COTTON CARRIER, hillbilly emcee, and **THAD HORTON,** sports director WSB Atlanta, named honorary inmates of Atlanta's Federal Penitentiary. Both received citations for shows at institution, entertaining inmates.

BOB WILSON, news and sports director KWKW Pasadena, to KTTV(TV) Hollywood, as announcer.

MIKE MELTZER, associate director WPIX (TV) New York, named full staff director for station.

News . . .

JOHNNY HUTCHINSON, news and staff announcer WGAU Athens, Ga., to WAYS Charlotte, N. C., in same capacity.

EARL BINGHAM Jr., program director former KAVR Havre, Mont., to KPUG Bellingham, Wash., as announcer-newsman. **GEORGE MacDONALD,** sportcaster-salesman KAVR, to KPUG in same capacity.

ROBERT MERCADO, assistant to **SAM BALTER,** sports director KLAC-AM-TV Hollywood, to KWKW Pasadena, as sports director.

JACK RYAN, NBC Chicago press manager, named radio representative of publicity committee of Office of Civilian Defense, Chicago.

WILLIAM LAUTEN, press department writer NBC New York, appointed trade news editor succeeding **MICHAEL DANN,** recently named coordinator NBC-TV program package sales [BROADCASTING • TELECASTING, Feb. 5].

TOM BARBOUR, assistant manager ABC San Francisco news staff, reports for active duty with 15th Air Force as major.

AL BERGLUND, KNBC San Francisco, to KFRC same city, as news director.

DON HILL, Louisville independent announcer, named outstanding play-by-play basketball announcer in south and midwest by National Assn. of Sports Broadcasters.

JACK ZAIMAN, commentator WDRC Hartford, elected president Laurel Club, organization of state political and legislative writers.

LARRY KAY, newscaster-announcer KPRO Riverside, Calif., to KCMJ Palm Springs, Calif.

Feature of Week

(Continued from page 16)

jr. in three or four places.

This was amazing to me because it is the biggest mail pull that KGRH has had from any type of promotion, including a recent free giveaway of Korean maps to our listeners. Another thing that surprised me was that approximately 50% of the mail was from farmers. It definitely proved to me that farm people enjoy commentary programs as much as do urban people.

Here is a breakdown of the mail:

FOR FULTON LEWIS JR.	
Urban	564
Rural	232
Total	796
AGAINST CONTINUING FULTON LEWIS JR.	
Urban	39
Rural	6
Total	45
Grand Total	841

The above figures show a percentage of 71.7% for urban listeners and 28.3% for rural listeners. However, this is by no means accurate because in arriving at these figures, we were able to include in our rural tabulation only those cards or letters which showed a rural return address and naturally many of the letters or cards received had no return address whatsoever. I am of the opinion that it would be safe to add 15% to 20% more to the rural tabulation.

Recommends Method

Again I wish to state that I am sold on this method of selling sponsors and holding sponsors, and would recommend it to all stations who have been experiencing the same difficulty I have experienced.

And that's how KGRH was added to the 335 stations where Fulton Lewis, jr. is currently sold. The moral of this story seems to me to be: "If you cannot convince your local advertisers yourself—let your listeners do the job for you." If they like a program, they will.

WEVD

5000 WATTS 1330 K.C.

PROGRAMS OF DISTINGUISHED FEATURES in
- ENGLISH
- JEWISH
- ITALIAN

3 RESPONSIVE AUDIENCES
3 MARKETS WITHIN
THE NEW YORK METROPOLITAN AREA

Send for WHO'S WHO Among Advertisers on WEVD

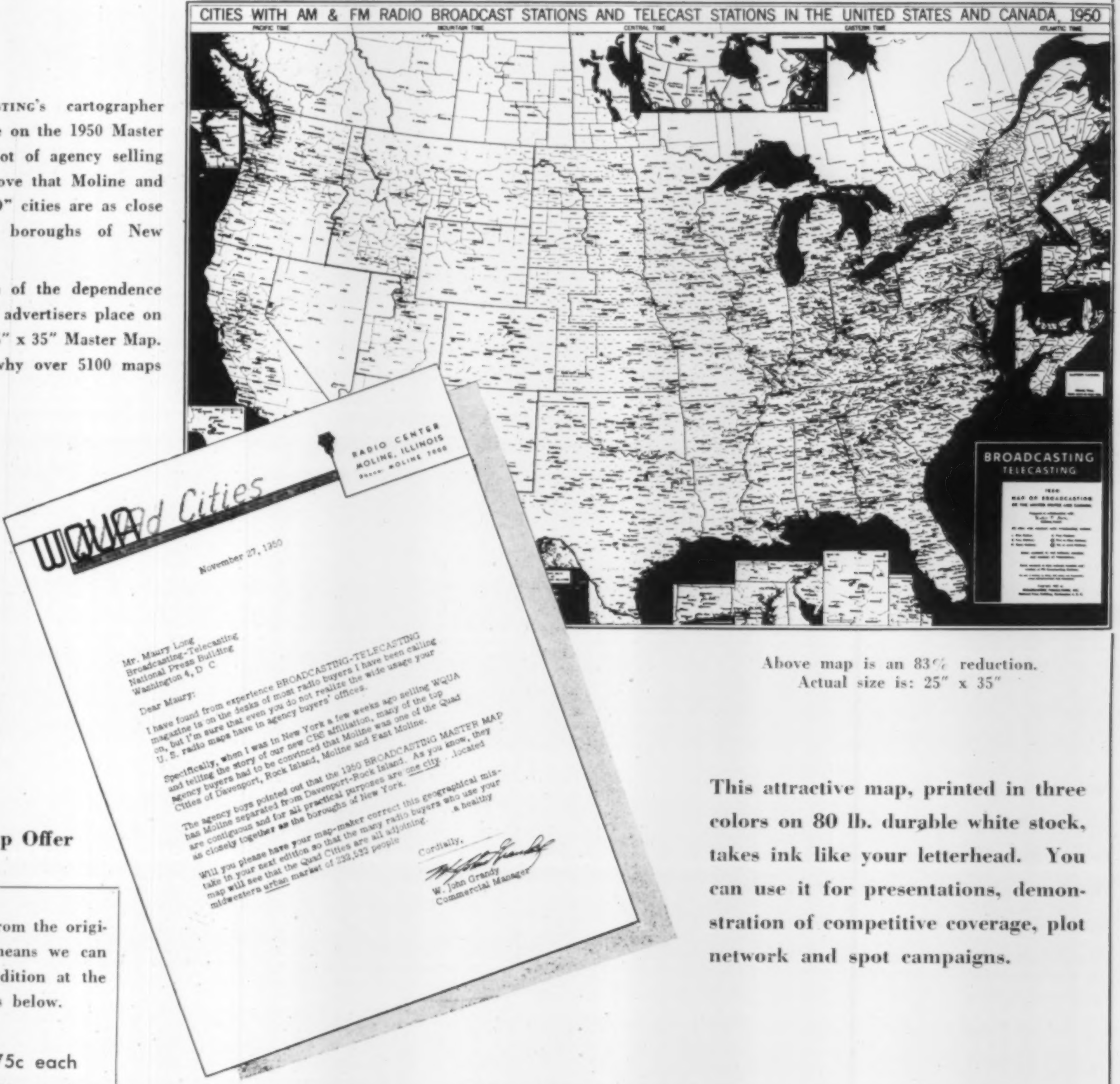
WEVD
117-119 W. 46 St.
N.Y. 19

HENRY GREENFIELD, Mg. Director

When a Near Miss Makes a Hit!

When BROADCASTING's cartographer misplaced Moline on the 1950 Master Map, it took a lot of agency selling by WQUA to prove that Moline and the other "QUAD" cities are as close together as the boroughs of New York.

That's illustrative of the dependence that agencies and advertisers place on BROADCASTING's 25" x 35" Master Map. And that's also why over 5100 maps have been sold.


CITIES WITH AM & FM RADIO BROADCAST STATIONS AND TELECAST STATIONS IN THE UNITED STATES AND CANADA, 1950
PACIFIC TIME
MOUNTAIN TIME
CENTRAL TIME
EASTERN TIME
ATLANTIC TIME
BROADCASTING
TELECASTING

WQUA Quad Cities

RADIO CENTER
MOLINE, ILLINOIS
Phone: MOLINE 7000

November 27, 1950

Mr. Maury Long
Broadcasting-Telecasting
National Press Building
Washington 4, D C

Dear Maury:

I have found from experience BROADCASTING-TELECASTING magazine is on the desks of most radio buyers I have been calling on, but I'm sure that even you do not realize the wide usage your U. S. radio maps have in agency buyers' offices.

Specifically, when I was in New York a few weeks ago selling WQUA and telling the story of our new CBS affiliation, many of the top agency buyers had to be convinced that Moline was one of the Quad Cities of Davenport, Rock Island, Moline and East Moline.

The agency boys pointed out that the 1950 BROADCASTING MASTER MAP has Moline separated from Davenport-Rock Island. As you know, they are contiguous and for all practical purposes are one city . . .located as closely together as the boroughs of New York.

Will you please have your map-maker correct this geographical mistake in your next edition so that the many radio buyers who use your map will see that the Quad Cities are all adjoining. . . a healthy midwestern urban market of 232,532 people

Cordially,

W. John Grandy
Commercial Manager

Above map is an 83% reduction.
Actual size is: 25" x 35"

This attractive map, printed in three colors on 80 lb. durable white stock, takes ink like your letterhead. You can use it for presentations, demonstration of competitive coverage, plot network and spot campaigns.

Special Map Offer

A second run from the original map plates means we can offer this fresh edition at the substantial savings below.

1 to 5—75c each
6 to 20—50c each
21 to 50—35c each
Over 50—25c each

Order your Master Maps today!

BROADCASTING
TELECASTING

870 NAT'L. PRESS BLDG. — WASHINGTON 4, D. C.

CONGRATULATIONS are given Henry Hickman (r), WFBR Baltimore emcee who conducts the station's *Club 1300* show, by General Manager John E. Surrick. Mr. Hickman received the "Don McNeill Listener Award" on ABC's *Breakfast Club* last month. The radio personality was voted most popular in listener balloting during WFBR's promotion drive [BROADCASTING • TELECASTING, Jan. 22].

TELEPHONE RATES

McFarland Hits Reductions

OBJECTION to any move to reduce long distance telephone rates which "results directly or indirectly in an eventual increase in local exchange telephone rates and in intrastate telephone rates" has been voiced by Sen. Ernest W. McFarland (D-Ariz.). The Democratic floor leader, who is also chairman of the Senate Commerce subcommittee on radio communications, took his stand in a letter to Acting FCC Chairman Paul Walker on the recently-ordered investigation of AT&T rates for interstate and foreign communications services [BROADCASTING • TELECASTING, Jan. 22].

The FCC probe, ordered Jan. 19 with FCC Comr. Robert E. Jones dissenting, would have initial hearings start April 16. Little effect on rates for program lines and other services for radio and TV is envisioned. Rates for intercity TV service already are in hearing.

Sen. McFarland in his letter cautioned that the reduction of long distance tolls at expense of other tolls was shifting the load from the big user to the little user.

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FCC actions

FEBRUARY 2 TO FEBRUARY 8

CP-construction permit
DA-directional antenna
ERP-effective radiated power
STL-studio-transmitter link
synch. amp.-synchronous amplifier
ant.-antenna
D-day
N-night
aur.-aural
vis.-visual
cond.-conditional
LS-local sunset
mod.-modification
trans.-transmitter
unl.-unlimited hours
STA-special temporary authorization
CG-conditional grant

Grants authorizing new stations, changes in facilities, and transfers appear at the end of this department, accompanied by a roundup of new station and transfer applications.

February 2 Applications . . .

ACCEPTED FOR FILING

License for CP

WMOK Metropolis, Ill.—License for CP new AM station.

KWKH-FM Shreveport, La.—License for CP new FM station.

AM—740 kc

Williamsburg Radio Co. Inc., Williamsburg, Va.—CP new AM station on 740 kc 1 kw D. AMENDED to change to 500 w D.

Modification of CP

WELI-FM New Haven, Conn.—Mod. CP to change from 20 kw to 0.105 kw etc.

APPLICATION RETURNED

KRXX Rexburg, Ida. — RETURNED application for license for CP new AM station.

February 5 Decisions . . .

BY THE COMMISSION

Extension of Time

KOB Albuquerque, N. M.—Granted further extension of time to Mar. 1, to comply with Sec. 3.109 of rules.

ACTION ON MOTIONS

By Comr. Rosel H. Hyde

KOA Denver, Col.—Granted dismissal without prejudice of application.

KCSJ Pueblo, Col.—Granted extension to Feb. 12, to file opposition to petition for reconsideration filed on Jan. 22, by WOW Inc. in proceeding re applications of WOW, Inc., Omaha, Neb., KCSJ.

FCC General Counsel—Granted extension to Mar. 1, to file exceptions to initial decision issued in proceeding re James H. Sligar, Wichita Falls, Tex.

Sun and Times Co. Chicago—Granted petition to amend its TV application to change name of applicant to WJJD, Inc., and to furnish current information on Field Enterprises Inc., controlling corporation, etc.

KROY Sacramento, Calif.—Granted dismissal of application.

Marshall Formby, Spur, Tex.—Granted continuance of hearing re AM application from Feb. 20 to Mar. 28, in Washington.

WKBZ Muskegon, Mich.—Granted petition to amend application so as to delete amendment filed Mar. 14, 1950, for 5 kw unl. DA-N, and to reinstate 850 kc 5 kw-D 1 kw-N DA.

WPAQ Mount Airy, N. C.—Granted dismissal without prejudice of application.

By Comr. Robert F. Jones

WTNJ Trenton, N. J.—Ordered that hearing on revocation order commence at 10 a.m. Feb. 19, at Trenton, thereupon adjourned until Feb. 28, and transferred to New York at 120 Wall St. for further testimony.

By Examiner J. D. Bond

Eastern Radio Corp., Reading, Pa.—Granted petition to accept late appearance in proceeding upon application of WKOK Sunbury, Pa.

Robert Hecksher, Ft. Myers, Fla. — Granted motion requesting hearing record be closed.

By Examiner Basil P. Cooper

Robert C. Crabb, et al, Los Angeles—Conference of applicants in consolidated proceeding to meet in Rm. 229, U. S. P. O. and Courthouse Bldg. 312 N. Spring St., Los Angeles, beginning 10 a.m. Feb. 14, to discuss clarification of issues to be developed.

By Examiner Fanny N. Litvin

KTBI Tacoma, Wash.—Granted petition to amend application to substitute amended engineering report changing from 1000 w-D 500 w-N, to 1000 w unl. etc.

WWSC Glens Falls, N. Y.—Granted indefinite continuance of hearing from Feb. 12 to permit action upon pending petition for reconsideration and grant, filed by petitioner Nov. 27, 1950.

Southern Bcstg. Co., Inc., Nashville, Tenn.—Granted request to dismiss petition filed Dec. 4, 1950 to take depositions in proceeding re application and that of Nashville Broadcasting Co. Inc.

Lawton-Ft. Sill Bcstg. Co., Lawton, Okla.—Granted request to take deposition of Lila G. Ross in proceeding re application and that of Caddo Broadcasting Co., Anadarko, Okla. on Feb. 15 in Oklahoma City.

By Examiner Leo Resnick

WNDB Daytona Beach, Fla.—Granted continuance of hearing from Feb. 8 to April 9, in Washington in proceeding application and that of Ralph D. Epperson.

February 5 Applications . . .

ACCEPTED FOR FILING

CP to Replace CP

KRAO Red Oak, Iowa—CP to replace expired CP new AM station 1600 kc 500 w D.

License for CP

KSAC Manhattan, Kan.—License for CP to install new trans.

WKYB Paducah, Ky.—License for CP to change frequency, hours operation etc.

WBOK New Orleans—License for CP new AM station.

KRVN Lexington, Neb.—License for CP new AM station.

AM—1340 kc

WHOB Gardner, Mass.—CP to change from 1490 kc to 1340 kc etc.

Modification of CP

WARL-FM Arlington, Va.—Mod. CP new FM station for extension of completion date.

WEPM-FM Martinsburg, W. Va.—Same.

APPLICATION RETURNED

Gordon Pock, Stillwater, Okla.—RETURNED application for CP new AM station.

February 6 Decisions . . .

BY THE COMMISSION

Extension of Authority

WBRY Waterbury, Conn.—Granted extension of authority for 30 days from Feb. 4, to operate with temporary flattop ant. with 5 kw-D 1 kw-N, pending adjustment of restored array.

By the Secretary

WATA Boone, N. C.—Granted license new AM station 1450 kc 250 unl.

WFNS-FM Burlington, N. C.—Granted license new FM station; Ch 230 (93.9 mc), 2.8 kw 250 ft.

WKMH-FM Dearborn, Mich.—Granted license new FM station 100.3 mc 7.0 kw.

WASH (FM) Washington, D. C.—Granted mod. CP to change trans.

WSYR-FM Syracuse, N. Y.—Granted license for changes in FM station 94.5 mc 10 kw.

KYOU Greeley, Col.—Granted CP install new trans.

WACB Kittanning, Pa.—Granted CP install new trans.

KFXD Nampa, Idaho—Granted CP install new trans.

WOAY Oak Hill, W. Va.—Granted mod. CP for extension of completion date to 7-23-51; cond.

WHMA-FM Anniston, Ala.—Granted mod CP for extension of completion date to 4-1-51.

WASH (FM) Washington, D. C.—Granted mod. CP for extension of completion date to 5-3-51.

WLET Toccoa, Ga.—Granted license for change in frequency, power, hours operation, trans. etc. cond. (1420 kc 1 kw D).

KSD St. Louis—Granted license install old trans. for aux. purposes only.

WVSC Somerset, Pa.—Granted license new AM station 990 kc 250 w D.

WOKO Albany, N. Y.—Granted license new AM station 1460 kc 5 kw DA-N unl.

James A. Noe New Orleans, La.—Granted licenses new remote pickups KA-8059, KKD-392.

WIBG-FM Philadelphia—Granted license new FM station Ch. 231 (94.1 mc), 20 kw.

Chanticleer Broadcasting Co. New Brunswick, N. J.—Granted CP & license new remote pickup KEB-8ss.

WALB Albany, Ga.—Granted CP install new trans.

KDKD Clinton, Mo.—Granted mod. CP for approval ant. etc.

KUMO Columbia, Mo.—Granted mod. CP to change trans.; cond.

KFLD Floydada, Tex.—Granted mod. CP for approval ant. trans. etc.

WIPC Lake Wales, Fla.—Granted

NARBA CHANGES

Announced by FCC

FIRST Cuban notification of station changes under the 1950 NARBA, still to be ratified by the Senate, has been reported by FCC. It concerned only low power Havana stations and was to take effect Jan. 31, FCC said. The changes:

CMBG, which has shared time on 1360 kc with CMOA, goes fulltime on 1360 kc with 250 w as a Class IV outlet. CMOA switches to 1590 kc with 250 w fulltime as Class III station. CMCM, Class III outlet on 1460 kc, reduces power from 500 w to 250 w.

Mexico also has announced minor changes under provisions of the expired NARBA, FCC said. These are:

XEAM Matamoros, Tamaulipas, 250 w fulltime Class IV outlet on 1450 kc. May 1 is expected to increase day power to 1 kw. XEY Cuernavaca, Morelos, has changed call to XEJC. Station is Class IV, assigned 250 w fulltime on 980 kc.

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mod. CP for approval ant. trans. etc.

KUMO Columbia, Mo.—Granted mod. CP for extension of complete date to 6-5-51; cond.

WCON-TV Atlanta, Ga. — Granted mod. CP for extension of completion date to 8-15-51.

Havens & Martin, Inc. Richmond, Va.—Granted license for CP to change facilities of TV Aux. KID-3s.

WBNS-TV Columbus, Ohio—Granted CP install aux. trans. Ch. 10 (192-198 mc) ERP: Vis. 2.448 kw Aur. 1.224 kw.

The Fort Industry Co. Detroit—Granted license for CP to change facilities KQB-96.

WJBK-TV Detroit—Granted license for CP for Aux. trans.

KWBB Wichita, Kan.—Granted mod. CP for extension of completion date to 5-1-51; cond.

February 6 Applications

ACCEPTED FOR FILING

Modification of License

KDHL Faribault, Minn.—Mod. license to change name of licensee from Lee-Smith Bcstg. Co. to KDHL Bcstg. Co.

WCNR Bloomsburg, Pa.—Mod. license to change from 930 kc 500 w D to 930 kc 1 kw D.

License Renewal

WKYC (FM) Paducah, Ky.—Request for license renewal.

License for CP

WJIM-TV Lansing, Mich.—License for CP new commercial TV station.

APPLICATION RETURNED

WCOR Lebanon, Tenn.—RETURNED application for voluntary acquisition of control Lebanon Bcstg. Co. Inc. by Warren G. Gilpin through purchase of 22 sh. from Roy E. Wood.

February 7 Decisions . . .

BY THE COMMISSION EN BANC

Hearings Designated

Prairie Broadcasting Co. Beaver Dam, Wis.—Designated for hearing in Washington April 2, re application new station 1350 kc 500 w D and made WEMP Milwaukee and WBAY Green Bay Wis. parties to proceeding.

Radio California, Sacramento, Calif.—Designated for hearing in Washington April 4 re application new station 1380 kc 500 w D and made KTUR Turlock, Calif. party to the proceeding.

KFFA Helena, Ark.—Designated for hearing in Washington April 6 re application to change power from 1 kw to 5 kw-D 1 kw-N DA-N on 1360 kc.

Modification of CP

WIBL Beverly, Mass.—Granted mod. CP to change trans. etc.; cond.

Designated for Hearing

Greater New Castle Broadcasting Corp. New Castle, and Sanford A. Schafitz, Farrell, Pa.—Designated for consolidated hearing in Washington April 11 re application of Greater New Castle for new station 1460 kc 1 kw-D and application of Schafitz for new station 1470 kc 500 w-D; made WHHH Warren, Ohio, a party to proceeding with respect to New Castle application and WMOD Moundsville, W. Va., and WHBC Canton, Ohio, parties with respect to Farrell application.

WLOW Portsmouth, Va.—Designated for hearing in Washington April 12 re application to move main studios from Portsmouth to Norfolk, Va.

WANT Richmond, Va.—Designated for hearing in Washington April 13, re application for approval of ant. and trans. location.

STA Extended

Zenith Radio Corp. Chicago—Extended STA for "Phonevision" tests via experimental TV station KS2XBS Chicago, to Mar. 31. Zenith unable to begin actual testing until Jan. 1. Hence extension enables tests to run full 90-day period as contemplated.

February 7 Applications

ACCEPTED FOR FILING

Modification of CP

Following stations request mod. CP for extension of completion date: KMPC Los Angeles; WGSM Huntington, N. Y.; KWIE Kennewick, Wash.

KTSL Pasadena, Calif.—Mod. CP new TV station to change from 9.3 kw vis. 6 kw aur. to 8.5 kw vis. 5.5 kw aur., install new trans. etc.

License Renewal

Following request renewal of license: KWBM Williston, N. D.; Remote pickups KA-3797 and KA-2654 Cleburne, Tex.

License for CP

University of Oklahoma, Norman,

(Continued on page 82)

CLASSIFIED ADVERTISEMENTS

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All transcriptions, photos, etc., sent to box numbers are sent at owner's risk. BROADCASTING expressly repudiates any liability or responsibility for their custody or return.

Help Wanted

Managerial

North Carolina station wants manager plus commercial sales ability. Must be available soon. Best possible conditions, good salary and commission. Must stand rigid investigation, have good record, no bad habits. Box 802H, BROADCASTING.

Sales manager western New York fulltime regional station. Large market. Submit experience and picture. Box 838H, BROADCASTING.

Wanted: Commercial manager 250 watt daytime station. Must be experienced with proven production record. Good proposition. Write fully WEAB, Greer, S. C.

Salesmen

Salesman: Pennsylvania independent offers an opportunity to enter sales in a prosperous market. Only station in area. Radio background essential. Salary plus commission. Must have car. Box 813H, BROADCASTING.

Experienced salesman, good secondary market, fulltime station, possible network affiliation soon, adequate compensation for results. Write Box 829H, BROADCASTING.

Wanted: Two radio time salesmen with plenty of experience who need at least $10,000 a year and want a chance to make more. During the short year specializing in negro and Anglo-Jewish programs we have built up a vast and loyal audience representing markets of high potential. Resume required. Write or telephone WLIB, New York, 207 East 30 Street. All inquiries will be kept confidential.

Announcers

Minnesota station needs an experienced announcer with a first class ticket. Car necessary. Good salary for a good man. Send reply to Box 655H, BROADCASTING.

Announcer-engineer, will pay top salary for man with good selling voice and first phone. Permanent job, advancement, can earn talent for shows for Liberty Network. Excellent living and working conditions, can also sell parttime or work into programming if interested, but not necessary. Box 662H, BROADCASTING.

Announcer-engineer combination who would like to settle in small metropolitan city of 30,000. Moving soon to new location, good pay, ideal working conditions, best little city in southwest. Station been on air since 1928. Mutual affiliate. Housing conditions good. Drifters need not apply. Box 740H, BROADCASTING.

Experienced announcer-copy writer. Pennsylvania 250 watter. Give full details with first reply including disc, photograph, experience, salary required and military status. Box 830H, BROADCASTING.

Experienced announcer, long established Michigan kilowatt now accepting auditions for opening April 1st. Graduated wage scale, talent. Send platter or tape, letter of qualifications and photo, to Box 756H, BROADCASTING.

Immediately — Combination man for network station in Georgia. State salary, background and disc first letter. Box 777H, BROADCASTING.

Wanted immediately, an experienced combination sports announcer and operator with sales ability. Disc, photo and references. Salary plus sales commission. Box 785H, BROADCASTING.

CBS affiliate in large midwest market requires the services of a top morning man. Best living standard. Background must stand rigorous investigation. This is a top position for a top man. Send complete information to Box 799H, BROADCASTING.

Experienced announcer with first class license. Pennsylvania 250 watter. Give full details with first reply including disc, photograph, experience, salary required and military status. Box 831H, BROADCASTING.

Help Wanted (Cont'd)

Wanted: Combination announcer-engineer. Immediate opening. Southwest. Exceptional climate. Box 837H, BROADCASTING.

Excellent staff job available. Must be able to handle console. Salary open and contingent upon ability and experience. Permanent position. Send audition disc and application to KGHL, Billings, Montana.

Announcer-engineer, 1st class ticket, salary per ability. Complete staff new associated station KLVC, Leadville, needed soon. KVRH, Salida, Colorado.

Combination man wanted for NBC affiliate in central Arizona. Willard Shoecraft, Manager, KWJB, Globe, Arizona.

5000 watts—WAAB, Worcester requires highly experienced staff announcer March 1st. Must be adept at ad-libbing, have a bright congenial air personality and be able to do capable disc show. Send audition disc, photograph and full details in first report.

Two experienced announcer-engineers for 250 watt daytime only. Immediate opening. Send disc, photo. WAPF, Box 604, McComb, Mississippi.

Experienced, draft exempt announcer-engineer wanted by regional AM and FM station. Good pay, real opportunity and ideal working conditions. WBBO, Forest City, N. C.

Wanted: Announcer, $50.00, forty-hour week. Must be experienced. Prefer man familiar with RCA board. Send audition disc, full particulars. WDLP, Panama City, Florida.

Wanted: A good morning and good straight announcer. Reply immediately to Radio Station WGBR, Box 1024, telephone number 1550 or 2816, Goldsboro, North Carolina.

Virginia station 250 watts wants combination announcer-engineer, class 1 ticket. Promotion to chief engineer within 30 days for qualified man. Wire or phone 801 Hopewell, WHAP.

We are hunting for a "good morning" man. The right man can make money and he needn't be already established. If you can make the folks wake up, sit up and take notice and keep up a Hooper already established and have board experience, maybe you are the man. Send full particulars, disc or tape and enough material to convince us you've got it. State salary required. WORZ, NBC affiliate, Orlando, Florida.

Technical

Experienced, licensed engineer - announcer for eastern New York station. Attractive salary, permanent position. Box 718H, BROADCASTING.

Transmitter man with some announcing ability. Give full details on education, experience, references. Box 741H, BROADCASTING.

Immediate opening transmitter engineer. No announcing. Start $1.00 hour. Can advance to chief in June if qualified. Box 745H, BROADCASTING.

Combination engineer-announcer (second class ticket ok); and continuity writer, 250 watter near New York. Box 790H, BROADCASTING.

Chief who can do some announcing. Good man, good salary. Station emphasis community activities for intensive community listening. Write Ted Rand, General Manager, KDRS, Paragould, Arkansas.

Need transmitter operator. 'Write full details. A. M. McGregor, KSTT, Davenport, Iowa.

Combination men with first class tickets wanted by new station in growing midwest market. Emphasis on announcing. Send letter and audition disc to KWBB, P. O. Box 282, Wichita, Kansas.

Mutual affiliate needs first phone man for transmitter and control room (no announcing). Experience desirable but not essential. Write or wire WCEM, Cambridge, Maryland.

Help Wanted (Cont'd)

Engineer immediately. Should have car. WFNS, Burlington, N. C.

Combination engineer-announcer. Excellent working conditions, good salary, CBS station, town of 30,000. Call, wire or write WGWC, Selma, Ala.

Emergency! Need two engineers, one to be chief. Board operation. No announcing. Chief must be experienced. Permanent positions, first phone and car required. Call or wire collect L. L. Carter, WHWB, Rutland, Vermont.

Wanted at once: Licensed operator. Would take combination man if good announcer. Opportunity to work into chief engineers job. Give complete information first letter. Write Raymond A. Plank, Radio Station WKLA, Post Office Box 323, Ludington, Michigan.

Immediate openings for two men, both combo engineer-announcers, one to be chief engineer. Permanent jobs paying $60.00 and $65.00 for 44 hour week. Send disc or tape and letter. WPCF, Panama City, Florida.

Wanted: Engineer. First class ticket. Good working conditions. Car necessary. WTUX, Wilmington, Delaware.

Production-Programming, others

New southern Pennsylvania station needs woman copywriter to complete staff. Box 730H, BROADCASTING.

Write with ideas, showmanship, imagination and solid sell for a midwest NBC regional. Even if you're in a smaller operation, here's a well paying opportunity in a 150 thousand market ready to increase. Send samples and details to Box 737H, BROADCASTING.

Continuity writer, 1000 watt network station in Michigan offers excellent opportunity and good salary for experienced writer. Rush sample copy, qualifications, photo and salary expected to Box 755H, BROADCASTING.

Husband-wife team, best character, thoroughly experienced local radio. Draft exempt man to sell and service intelligently as commercial manager, do top play-by-play sports accenting baseball. Wife to write fresh, result-getting copy. Starting wages about $7000. Good future. Network station southeast. Reply fully if qualified. Box 822H, BROADCASTING.

Girl capable of taking charge of continuity department. Some air work. Pennsylvania 250 watter. Give full details first reply including disc, photograph, experience and salary requirements. Box 832H, BROADCASTING.

Girl commercial copywriter to write copy for all type accounts. Voice suitable for air work desired but not essential. Prefer English or journalism major. Radio school graduates considered. Give complete background and salary expected, also recent photo. WDIG, Dothan, Alabama.

Copywriter: Send samples, photo, references, availability and salary requirements. WGEM, Quincy, Illinois.

Television

Salesman

Midwestern TV station wants thoroughly experienced, energetic TV time salesman, with drive and imagination. Unlimited opportunity. Photograph and detailed experience, KOTV, Tulsa, Oklahoma.

Situations Wanted

Managerial

Manager, commercial manager, over 10 years newspaper and radio sales and management. Now employed, available reasonable notice. Prefer midwest or south. Write Box 426H, BROADCASTING.

Manager with thorough background in all phases of radio available. No miracle worker, but hard, sober business administrator able to operate efficiently and profitably. Strong on sales, promotion and programming. Change necessary because of pending sale of present station. Young, married, reliable. Box 754H, BROADCASTING.

Can you top this? Took fourth station in 100,000 market within 18 months made it first in listenership, local and national sales. Increased gross seven times. Halved expenses. Young, aggressive, college graduate, veteran and draft exempt. Presently employed. Desire tough market with real opportunity. Box 760H, BROADCASTING.

Available: Recognized, civic-minded, working manager. Interested only lengthy, worthwhile affiliation. Offer successful 17-year background, ten years same organization. Veteran, happily married, three children. Well known, finest references. Write or wire. Box 775H, BROADCASTING.

Manager-salesmanager, 36 years old, married, two children. Now employed as salesmanager one of ten largest markets. In radio sales and management 10 years, both metropolitan and small market. Completely successful background, having managed and sold out the two past stations. Desire midwest, or west coast location. Complete history upon request. Desire negotiations held confidential. Write Box 801H, BROADCASTING.

Five years successful independent station managerial experience. Strong on sales and local programming. Civic minded, announce and a real worker. Box 803H, BROADCASTING.

Sober, reliable, alert man 15 years experience in station management-sales desires position as manager. This man knows good radio. Will bear close investigation. Minimum salary $125 week guarantee. Good reason for leaving present position. Box 817H, BROADCASTING.

Salesman

Salesman, eight years' experience, including commercial manager, staff and sports announcing. Family man, 34, veteran, draft exempt. Dependable, sober, producer. Box 780H, BROADCASTING.

Years of radio knowhow. Management, sales, production. Large and small markets. Present time selling job nets six thousand annually. Good reason for desiring change. Family man, 39. Box 791H, BROADCASTING.

Twelve years experience, selling, programming, announcing, plus one year as TV sports director. Eight years last employer. Prefer sales will consider any permanent AM or TV staff job in midwest or southwest. Box 794H, BROADCASTING.

Saleswoman desires connection with AM outlet. Four years experience. Can furnish records and references. Box 818H, BROADCASTING.

Announcers

Baseball man. Available now or spring. Experienced all sports-staff. Box 227H, BROADCASTING.

Baseball broadcaster, major league; staff; veteran; married; college grad; experienced. Box 458H, BROADCASTING.

Experienced sportscaster, former pro, wants sports job. Baseball tops. 1st class ticket. References. Box 560H. BROADCASTING.

Baseball play-by-play man experienced in live and recreated broadcasts available for this season. Air check available. Excellent references. Box 564H, BROADCASTING.

Baseball announcer, one of midwest's best. Experienced major league recreation, minor league live. Locate midwest or east. Box 651H, BROADCASTING.

Announcer, 5 years' experience, desires position with progressive west or midwest station. Good all-round man or news specialist. Write Box 692H. BROADCASTING.

Situations Wanted (Cont'd)

Variety Vince wants to go south, wife sick. 25, 4 years radio, TV. DJ, emcee, good seller, announcer, director, publicity merchandising manager at station now. Box 699H, BROADCASTING.

Experienced announcer wants straight job in 50,000 market. $65 minimum. Box 713H, BROADCASTING.

Experienced, capable announcer, draft exempt. Veteran, specialties news and music. Have worked in better market areas. Interested in position with future, east only. Box 733H, BROADCASTING.

Graduate announcers school. Sports, re-creation, DJ, writer, news, special events, board operator. Vet 30, single. Box 734H, BROADCASTING.

Have disc show, lots of laughs, slapstick and mail listeners call me character, but say they love it. Station changed programming, want change also. Veteran, family, prefer northeast. Box 771H, BROADCASTING.

Attention all stations west of Mississippi. Singing DJ, 3 years' experience, draft deferred, seeking good, progressive station with opportunities. Box 772H, BROADCASTING.

Experienced announcer, single, veteran, 24. Twenty months' experience. DJ, news, special events, general staff. Morning man at present. Desire morning or afternoon, not absolutely necessary. All replies answered immediately. Tape air check audition available. Box 781H, BROADCASTING.

Baseball announcer. One of nation's tops. $125.00 base per week minimum consideration. Available this season. Box 783H, BROADCASTING.

College grad, draft exempt vet, desires first announcing job. Travel. Box 787H, BROADCASTING.

Announcer available, experienced all phases radio and TV. Ten years background. Box 789H, BROADCASTING.

Announcer, experienced, familiar with all phases of radio; accent on news, commercial copy. Strong on live, recorded western and hillbilly discs. Prefer south or southwest. Box 796H, BROADCASTING.

Announcer-singer, college graduate, good pop singer, some experience, desires work. Please write Box 797H, BROADCASTING. Go anywhere, midwest particularly.

Baseball man wants year-round sports. Top minor, winter sports, staff experience. Family man, veteran. Box 800H, BROADCASTING.

Announcer-engineer, 10 years experience. Looking: Object? Money! Your offer? Box 806H, BROADCASTING.

Announcer, 4 years experience, wants position with play-by-play sports station. 1st ticket. $70 weekly. Draft exempt, Box 811H, BROADCASTING.

Announcer, experienced. Staff ABC affiliate. News, sports. Draft exempt. Disc on request. Box 812H, BROADCASTING.

Thoroughly experienced announcer, newscasting, platter shows, sock commercials, remotes. Draft exempt. Tape mailed immediately. Will go anywhere. Box 814H, BROADCASTING.

Staff announcer, 24, two college degrees, extensive training all phases announcing, newscasting at Radio City. Pleasing voice, can write; exempt; will travel. Disc available. Box 815H, BROADCASTING.

Announcer, regular. Experienced commercials, news, disc shows, quiz shows. Excellent selling voice. Resume, disc photo upon request. Box 820H, BROADCASTING.

Topflight baseball announcer available because sponsor lost bid. Midwest. References. Box 824H, BROADCASTING.

Combination man with news, continuity, programming experience available immediately. Draft free. Box 828H, BROADCASTING.

Announcer, 5 years experience news, commercials, programming, writing. Married, draft exempt. Any location considered. Address Box 835H, BROADCASTING.

Combination man, experienced, 5000 watt Mutual. Married, veteran, car. Prefer east. Lee Kramer, 370 Montgomery Street, Brooklyn 25, New York —Gedney 6-7287.

Situations Wanted (Cont'd)

Play-by-play staff announcer looking for baseball broadcasting. At present doing sports-staff work in Logan, W. Va. Contact Mike Wynn, Station WLOG, Logan, W. Va.

Colored announcer trained Radio City, N. Y. College graduate. Copywriter, operate console. 2 years' phonograph record business. Age 27, draft exempt, travel. Disc and references. Reply Box 23, 320 Manhattan Avenue, New York City.

Technical

Chief engineer, 18 years' experience. Excellent record. Best references. Desires change to progressive station. Engineering only. Box 704H, BROADCASTING.

Young licensed engineer, experienced in all phases of radio, married veteran, desires position with progressive station. Box 770H, BROADCASTING.

Twelve years combo operator or chief on 250 operation and maintenance on high-power AM-FM. Musician and sales ability. Best of references. Will go anywhere for the right job. Box 773H, BROADCASTING.

Chief engineer desires position. Experience sufficient to cope with any possible problem, whether engineering or office. Personal interview anywhere in United States after preliminary correspondence. Box 776H, BROADCASTING.

Engineer, 1 year trans. control, remote experience. Graduate leading school. Box 778H, BROADCASTING.

Radio-telephone first class, no experience. Willing to relocate, combo desired. Box 788H, BROADCASTING.

Engineer, first phone, married, draft exempt. Experienced transmitter, studio, remote and recording equipment operation. Knowledge of AM, FM TV. Hadacol won't cure my hillbilly fever. Only cure is permanent position with progressive station within 100 miles of New York City. Box 795H, BROADCASTING.

Engineer, 12 years experience AM, FM, 5 kw directional, studio and remotes. Married with children. Desire change. Make offer anywhere. Box 805H, BROADCASTING.

Chief engineer, good announcer, 10 years experience. Construction. $85.00 minimum. Box 807H, BROADCASTING.

Experienced engineer-announcer, also console operation, knowledge symphony, popular music. Prefer 100 mile radius New York. State pay, hours. Box 825H, BROADCASTING.

Phone first, salary, hours, offer, first contact. Box 833H, BROADCASTING.

Production-Programming, others

Female plowhorse with imagination, initiative, sense of humor, seeks same kind of boss. Newspaper, advertising, sales promotion background. M.A., 27, physically, but not mentally, handicapped. What have you? Box 582H, BROADCASTING.

No draft worries! Female commentator, publicity, promotion director; also 1 year own TV show. Accustomed to script writing and lecture platform. Box 746H, BROADCASTING.

Local news, wire re-write, special events. Three years' experience 250w. Presently employed. Six net news shots past year. Want to join larger news staff. Eastern U. S. preferred. B.J., A.B., 27, veteran, not in reserve, married, references. Box 774H, BROADCASTING.

Program director - announcer. Employed three years at 5 kw NBC affiliate. Desires opportunity to advance to position of program director while retaining air time for record shows. Fully experienced in all phases of announcing and programming. Newspaper background. Board operation. Ad lib shows featured. 26, married, one child. Record and resume on request. Box 779H, BROADCASTING.

Complete operating newsroom for hire. Two trained experienced newsmen. Cover, write, edit, voice and sell news. Emphasis on sure selling item, local news. Both B.S. Journalism. Four years combined experience. Tapes, special events and sports. We desire living wage. Both veterans. Box 798H, BROADCASTING.

Situations Wanted (Cont'd)

Experienced newscaster now with 5000 watt network affiliate in major southern market. Would like position with station on west coast. Five years experience. Now doing five commercial newscasts per day. Pulse ratings and sponsor success stories prove ability. Box 804H, BROADCASTING.

Been performing duties of PD with leading station in southwest market with out job-title or pay. Experienced copy chief, traffic manager, jockey, librarian. Know listener habits, audience preferences and composition. No play-by-play. Draft exempt. Give PD's title, authority and pay I'm your man. Box 810H, BROADCASTING.

Copywriter, recent college graduate, single, female. Experience as continuity director of 1000 watt fulltime network station. State salary. Box 826H, BROADCASTING.

Available immediately, single, female, traffic director of 1000 watt fulltime network station. College graduate. Experienced in air work and all phases of programming. State salary. Box 827H, BROADCASTING.

Help! Tired of being snowed under in cold, small town. Gal, 24, with over 2 years experience in airwork, traffic, continuity, with NBC and Mutual affiliates. Box 834H, BROADCASTING.

Program director-announcer, experienced. Draft exempt. Will consider any location. Address Box 836H, BROADCASTING.

Television

Salesmen

Seek TV or agency connection. Have years of radio experience every phase. Now employed in time sales at profitable income. Prefer east. Box 792H, BROADCASTING • *TELECASTING*.

Production-Programming, others

Film director, first class engineer, experienced installation, operation, capable, reliable. BA, vet, 25, married. Want film production with progressive TV. Box 793H, BROADCASTING • *TELECASTING*.

Attention, managers, America's 110 television stations! This advertiser will be working for one of you as a writer within the next 30 days. Experienced, versatile, determined. With present station, nearing end of the line in financial reward and personal progress. No genius, but will prove worth more than you'll feel able to pay. Failure to answer this ad can only forfeit services of a man who can definitely be a profitable asset to your organization. Draft exempt. Background, copy, disc, photo, references on request. I want to work for you! Box 809H, BROADCASTING • *TELECASTING*.

TV production, four years with leading television film producer, full knowledge lighting, ability at construction, creative ideas, desires post in TV production. Box 816H, BROADCASTING • *TELECASTING*.

Experienced television film director desires change in TV. Live wire, good references, willing to re-locate, single. Do you have TV broadcast and film problems? Contact Box 819H, BROADCASTING • *TELECASTING*.

For Sale

Equipment, etc.

For sale, RCA FM 10B—10 kw FM transmitter with 500 ft. $3\frac{1}{8}$" line, four section Federal square loop antenna and Hewlett-Packard frequency modulation monitor. $10,000.00. Box 750H, BROADCASTING.

Tower, 170' Lehigh, heavy duty, self-supporting; capable of supporting heavy TV-FM antennas. Write Box 761H, BROADCASTING.

RCA field intensity meter type 308-A. Frequency range 120-18000 kc. Complete with three loops and power supply. Excellent condition. $900. KFNF, Shenandoah, Iowa.

Collins 300G 250 watt transmitter. Used only two years, perfect. Also welded steel tower, guyed, 200 feet, guys, insulators, complete lighting. Description and price on inquiry. KWIE, Kennewick, Washington.

For Sale (Cont'd)

For sale, 3 kw Federal FM transmitter, or will trade for 1 kw AM transmitter. Also for sale, RCA 250 watt AM transmitter and RCA limiting amplifier. Frank B. Ridgeway, Director of Engineering, WEBR Inc., Buffalo.

TV A-1 condition, projectal and pedestal, includes lap dissolve feature. First come or best offer. WMBR-TV, Jacksonville, Fla.

Have several used guyed Wincharger towers will sell erected. Tower Construction Co., 107 Fourth St., Sioux City, Iowa. Phone 5-6761.

Wanted to Buy

Stations

Will purchase or invest in facilities authorized by construction permit. Send full details. Box 786H, BROADCASTING.

Equipment, etc.

Obsolete WE type 71A and similar 1 kw linear amplifiers in operating condition. Box 476H, BROADCASTING.

Complete equipment in good condition 5 kw AM station. 3-360 foot towers, monitors, etc. Box 640H, BROADCASTING.

Do you have a 150 to 300 foot self supporting tower which you must take down and remove? If so, we will dismantle tower for the material which it contains. Please advise make, height and tower location. Box 648H, BROADCASTING.

Wanted: Complete equipment for 250-1000 watt FM station, including antenna, transmitter, monitor, console, etc. State make, condition and price. Box 701H, BROADCASTING.

Wanted—Used FM limiting amplifier. Also $\frac{7}{8}$ or $1\frac{5}{8}$ inch coaxial cable. Box 782H, BROADCASTING.

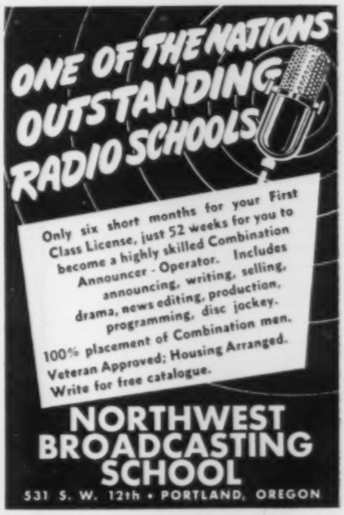
Complete equipment for 250 watt station. Prefer GE BC-1-A or WE 25B console. Box 823H, BROADCASTING.

Need one 250 watt and 1 kw transmitters. Please give brand, age, condition, price, tubes used and other components. Guarantee Radio Supply Co., 1314 Iturbide St., Laredo, Texas.

Miscellaneous

TV and radio transcription representation available Kansas City office. Long experience in territory for top production firm. References. Box 808H, BROADCASTING.

School


ONE OF THE NATIONS OUTSTANDING RADIO SCHOOLS

Only six short months for your First Class License, just 52 weeks for you to become a highly skilled Combination Announcer - Operator. Includes announcing, writing, selling, drama, news editing, production, programming, disc jockey. 100% placement of Combination men. Veteran Approved; Housing Arranged. Write for free catalogue.

NORTHWEST BROADCASTING SCHOOL

531 S. W. 12th • PORTLAND, OREGON

Situations Wanted

Managerial

COULD YOU USE A GOOD MAN? Fully experienced radio veteran. 12 years' network regional station successful management. Employed but approachable. Box 784H, BROADCASTING.

For Sale

Equipment, etc.

We offer at substantial saving immediate delivery on the following equipment in perfect condition: General Electric 50 kw FM transmitter model BT-5-A. Federal 8-bay antenna. Complete with speech input and monitors, spare parts. Write C. D. Lutz, KTSA-FM, P. O. Box 1161, San Antonio 6, Texas.

Miscellaneous

OPPORTUNITY

For men with experience as radio announcers!

Is your present position compensating for your years of training? Is there promise of a real future with a chance to grow and to increase your earning power?

Your special training and experience are personal assets. You may be able to capitalize on them in a position where they will help speed your progress.

Write for complete information. Please give personal details. All replies confidential.

BOX 661H, BROADCASTING

A REAL OPPORTUNITY

to enter the

TRANSCRIPTION BUSINESS

$1000.00

is all you need; your first two sales should return your investment. Inquiries invited from all states. Unless you are really interested in a money making proposition and have $1000, please don't write.

Box 821H,

BROADCASTING

NATIONAL NIELSEN-RATINGS* TOP RADIO PROGRAMS

(TOTAL U. S. AREA, INCLUDING SMALL-TOWN, FARM AND URBAN HOMES—and including TELEPHONE and NON-TELEPHONE HOMES)
REGULAR WEEK DEC. 17-23, 1950

Current Rank	Previous Rank	Programs	Current Ratings Homes %
EVENING, ONCE-A-WEEK (Average For All Programs)			(9.1)
1	1	Lux Radio Theatre (CBS)	20.2
2	2	Jack Benny Show (CBS)	19.3
3	4	Charlie McCarthy Show (CBS)	17.6
4	3	Walter Winchell (ABC)	16.0
5	5	Godfrey's Talent Scouts (CBS)	15.8
6	7	Amos 'n' Andy (CBS)	15.7
7	9	Red Skelton (CBS)	14.9
8	6	My Friend Irma (CBS)	14.6
9	35	Our Miss Brooks (CBS)	14.0
10	16	Fibber McGee and Molly (NBC)	13.9
EVENING, MULTI-WEEKLY (Average For All Programs)			(5.6)
1	1	Beulah (CBS)	11.8
2	2	Oxydol Show (CBS)	9.4
3	4	Edward R. Murrow (CBS)	9.1
WEEKDAY (Average For All Programs)			(5.5)
1	1	Arthur Godfrey (Ligg. & Myers) (CBS)	10.9
2	2	Romance of Helen Trent (CBS)	10.3
3	3	Our Gal, Sunday (CBS)	9.9
4	5	Wendy Warren and the News (CBS)	9.9
5	7	Arthur Godfrey (Nabisco) (CBS)	9.2
6	6	Ma Perkins (CBS)	8.9
7	8	Big Sister (CBS)	8.8
8	13	Rosemary (CBS)	8.6
9	9	Aunt Jenny (CBS)	8.5
10	12	Arthur Godfrey (Pillsbury) (CBS)	8.4
DAY, SUNDAY (Average For All Programs)			(3.3)
1	1	True Detective Mysteries (MBS)	9.0
2	3	Martin Kane, Private Eye (MBS)	6.8
3	11	Quiz Kids (NBC)	6.0
DAY, SATURDAY (Average For All Programs)			(4.8)
1	1	Armstrong Theater (CBS)	7.1
2	2	Stars Over Hollywood (CBS)	6.7
3	5	Junior Miss (CBS)	6.1

NOTE: Number of homes is obtained by aplying the "NIELSEN-RATING" (%) to 40,700,000—the 1950 estimate of Total United States Radio Homes.

(*) Homes reached during all or any part of the program, except for homes listening only 1 to 5 minutes.

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KLZ CO-SPONSORS
Soil Conservation Contest

KLZ Denver and the Denver *Post* for the fourth consecutive year will co-sponsor an annual state-wide soil conservation contest in Colorado, it has been announced.

Hugh B. Terry, KLZ general manager, explained that the top five districts in the state each will receive $500 cash awards and plaques and that the three individual farmers or ranchers representing each of those districts will receive certificates of recognition.

WCOS's HICKS
Named SCAPB President

JAMES HICKS, general manager, WCOS Columbia, has been re-elected president of the South Carolina Associated Press Broadcasters. Other officers elected were: James Coggins, WKDK Newberry, vice president; Paul Benson, WJMX Florence, secretary, and Frank Best, WRNO Orangeburg, and Dan Crosland, WCRS Greenwood, directors.

New plans for legislative coverage and sponsorship of an annual news clinic were among topics discussed at the meeting.

SPORTS HIGH
On New KGPH Flagstaff

BASKETBALL is currently getting a large share of the programming on KGPH Flagstaff, Arizona's new radio station. Saginaw & Manistee Lumber Co. is sponsoring four out-of-town Arizona State College games, and six home contests. Northern Arizona Gas Service is sponsoring all of the out-of-town games of the Flagstaff High School.

KGPH, on the air under a construction permit since Dec. 6, operates on 1230 kc, using a 230-foot Blaw-Knox tower, General Electric 250 w transmitter.

Flagstaff Partners

Four partners in the Flagstaff Broadcasting Co. are A. S. Holm, former city manager of Rapid City, S. D., general manager; E. C. Phillippi, formerly with KDYL and KSL Salt Lake City, and technical director at WNBK (TV) Cleveland, commercial manager; Mary Jane Phillippi, formerly with KOA Denver, women's director at KDYL, and WSRS Cleveland, program director, and Alan J. Gardiner, formerly with General Electric in Schenectady, N. Y., chief engineer.

WILLIAM CONNERS
WEBR Board Chairman Dies

WILLIAM J. CONNERS JR., 55, chairman of the board of WEBR Buffalo, N. Y., and publisher of the Buffalo *Courier-Express*, died at the city's General Hospital Feb. 3 following a heart attack. He had been active in the publishing field for 31 years and with the station, licensed to WEBR Inc.

Mr. Conners also was president of Niagara Photo-Engraving Co. and a director of Kellog Petroleum Products, Maine Trust Co. and the Maxson-Cadillac-Pontiac Corp. He is survived by his widow, Corinne; a son, William J. Conners 3d, president of WEBR and assistant publisher and editor of the *Courier-Express*; and two daughters, Mrs. David Leopold, and Sally Ann.

'PLAINVIEW HERALD'
Not Rationing Ad Space

PLAINVIEW EVENING HERALD, Plainview, Tex., has not rationed advertising space and has "no thought of doing so," it was stated to BROADCASTING • TELECASTING last week by E. B. Miller, advertising manager of the newspaper.

On Jan. 8 in a story regarding a probability of newsprint shortage, it was pointed out that the *Albuquerque Journal* had notified advertisers that they would be limited to 85% of the space they used in December 1949 and stated that there were "reports that the *Plainview* (Tex.) *Herald* has begun to ration space." This report was in error, the newspaper executive pointed out.

ADMEN'S EXAM
AAAA Sets Feb. 17

FIFTH annual examination for advertising of American Assn. of Advertising Agencies will be held Feb. 17 in 17 cities throughout the country where AAAA has chapters. Mackarness H. Goode, association vice president, is in charge of examinations.

Aimed at attracting "high calibre" young people to advertising by testing them for specific kinds of work in the industry, the examinations are open to all considering advertising as a career. Cities in which examinations will be held are New York, Los Angeles, Chicago, Philadelphia, Boston, Baltimore, Cincinnati, Cleveland, Detroit, Jackson (Miss.), Minneapolis, Oklahoma City, Pittsburgh, St. Louis, San Antonio, Tulsa, San Francisco. Applications for examinations may be obtained from AAAA chapters in those cities. Registration fee is $15.

U. of ALABAMA announces total enrollment of 461 students in Department of Radio. University reports this sets new record for school breaking the previous one set in 1949 with enrollment of 390.

Northwest
$75,000.00

A successful and growing, fulltime independent located in one of the excellent medium-sized northwest markets—over 175,000 in immediate trade territory. This station is showing a good profit on a constantly increasing gross.

New England
$60,000.00

The only station in a very prosperous New England market. Fulltime—network—well established and profitable, this property offers a solid opportunity for further growth and profits. A 100% stock purchase includes some quick assets.

CONTACT THE NEAREST OFFICE OF THE EXCLUSIVE REPRESENTATIVES

BLACKBURN-HAMILTON COMPANY

RADIO STATION AND NEWSPAPER BROKERS

WASHINGTON, D. C.
James W. Blackburn
Washington Bldg.
Sterling 4341-2

CHICAGO
Harold R. Murphy
360 N. Mich. Ave.
Randolph 6-4550

SAN FRANCISCO
Ray V. Hamilton
235 Montgomery St.
Exbrook 2-5672

'VOICE' TRANSFER?

FULL-DRESS hearings on the question of shifting Voice of America operating functions from the State Dept. to a separate agency were indicated on Capitol Hill last week amid fresh proposals that Congress re-examine the effectiveness of the U. S. "campaign of truth."

Possibility of transferring actual Voice operation to a new independent agency was held out by Sen. William Benton (D-Conn.) following an exchange of correspondence with Secretary of State Dean Acheson, which reflected some basic differences over the efficacy of the current program.

Charging that the U. S. has been "woefully negligent" in responding to the President's call for an expanded truth campaign, Sen. Benton revealed that he would request a special Senate probe, during which possibility of setting up the Voice as an independent agency would be aired.

Sen. Benton could not be reached, but close associates said he plans to raise the issue in the Senate sometime in the next fortnight. They made plain, however, that the Connecticut Democrat, a staunch Voice supporter, is not unequivocably urging removal of the Voice from the State Dept. but merely exploring the possibility of such action.

The question was raised last summer in hearings held by a Senate Foreign Relations subcommittee on Sen. Benton's resolution urging a "Marshall Plan of Ideas." Highlight of the sessions was a proposal by Brig. Gen. David Sarnoff, chairman of the board of RCA, calling for construction of a $200 million network on a global scale [BROADCASTING • TELECASTING, July 10, 1950].

Hearing Indicated

The committee took no action on the Benton plan, although top American military leaders had supported a greatly expanded "campaign of truth." Defense Secretary George C. Marshall had recommended that the information program operation be removed from the State Dept. but remain subject to department policy jurisdiction.

Mundt Questions

The question of the Voice's effectiveness was posed Feb. 1 by Sen. Karl Mundt (R-S. D.), who sponsored legislation calling for creation of a bi-partisan commission on Cooperative International Relations. The new Mundt bill (S 731), similar to one he sponsored last year, would empower a 12-man group to survey effectiveness of the Voice and to study new techniques and facilities, including television, which may be utilized in the overseas program. A companion measure (HR 1725) has been introduced in the House by Rep. Mike Mansfield (D-Mont.).

At week's end neither the Senate Foreign Relations nor House Foreign Affairs committees had scheduled definite action on either bill. Senate committee authorities indicated that they expect the House group to take the initial action before broaching the Mundt proposal. Action on the Benton plan will await formal introduction of a bill or resolution.

In Secretary Acheson's letter to Sen. Benton, released simultaneously with the Senator's reply Feb. 3, the State Dept. official pointed out that the issue of Voice separation had been raised by the Hoover Commission in its study on reorganization of the government's Executive Branch.

The commission, he observed, had reversed findings of its task force and recommended that operations be retained in the department for lack of any other satisfactory location in the Executive Branch, and that a new post of general manager be created under the Assistant Secretary for Public Affairs. The general manager (now Charles Hulten) would be assigned full operational authority and responsibility for the Voice and other information activities.

"This has in fact been done," Secretary Acheson noted, "and my observation has been that the new arrangements are working very well. The Assistant Secretary has been able to devote his attention to an increasing degree to actual information policy and guidance to the general manager, and at the same time to carry out his assignment of serving as a staff adviser to me and other officers. . . ."

Reviewing the supplementary $79 million budget for the "campaign of truth" and the regular $32 million outlay, Secretary Acheson felt that the "expanded information program has in fact become the vital part of our national strategy."

Mr. Acheson expressed concern lest the department "lose any of the vigor and momentum already gained," or that effective working relationships with overseas information output be impaired. "Any proposals for taking these operations out of the State Dept. should be most carefully examined to make sure that these factors are not overlooked or forgotten," he concluded.

Sen. Benton expressed hope "that you do not mean we are now meeting fully the challenge and opportunity in this field," and asserted that "evidence abounds everywhere" that the information program "hasn't even begun to be 'the vital part of our national strategy' it should be."

Referring to the post of general manager, Sen. Benton replied that he is "not persuaded" by the title, though he has highest admiration for Mr. Hulten, and that the information program should command as many high-caliber men as ECA under Paul Hoffman.

"Here you have the most important argument for taking the operating responsibility for overseas information out of the State Dept., and establishing a separate department," he declared.

Sen. Benton also labeled the $79 million supplemental as "pitifully inadequate" and charged that the country has been "woefully negligent in failure to respond" to the President's call for an expanded "truth campaign."

MARCH OF DIMES

Further Radio-Television Aid Reported

ACCOUNTS of contributions by the nation's stations on behalf of the March of Dimes continued to pour in last week [BROADCASTING • TELECASTING, Feb. 5].

A final list of highlight efforts in the drive which was supported by nearly every station in the United States follows:

KSCJ Sioux City, Iowa, collected $3,200 through a three-hour jamboree.

Dave Shallenberger, WARD Johnstown, Pa., personality, remained on the air continuously for 98 hours during a March of Dimes Marathon after which doctors ordered him to bed. Contributions and pledges during his stint reached some $2,000.

WSRK Shelbysville, Ind., during a 13-hour broadcast raised $1,952. KXEO Mexico, Mo., during a four-hour musical auction, brought bids amounting to $640.50 for a rag rug woven by a 10-year-old polio victim.

Mike Blair, disc jockey at KLPM Minot, N. D., turned over $600 to the campaign fund.

WRAK Williamsport, Pa., with a "City of Dimes" gimmick, raised $532.27.

KRNT Des Moines raised several hundreds of dollars through its many efforts.

WNAR Norristown, Pa., held an all-day auction of donated articles and raised "hundreds" of dollars.

Ben Schwartz, announcer for WGAY Silver Spring, Md., manned a microphone in downtown Washington on behalf of the March of Dimes campaign.

Carson Pinkley, disc jockey for KAVL Lancaster, Calif., and his partner, Johnny Amos, started out to establish a record on behalf of the drive. The duo had logged 507 hours of broadcasting when, after being on the air 22 days, Mr. Pinkley slipped on a waxed floor and suffered a broken elbow.

WMID Atlantic City. N. J., staged a gigantic "Auction-Aire" of donated merchandise.

WCOJ Coatesville, Pa., promoted a "Western Jamboree" and turned over the proceeds to the March of Dimes.

WFBR Baltimore auctioned off $500 worth of prizes among a studio audience of 300 persons on Jan. 31.

WSTC Stamford, Conn., held special broadcasts on behalf of the drive.

MGM Radio Attractions' feature, *The Hardy Family*, included an appeal for the March of Dimes fund drive in a script of one of its programs. The transcribed show is heard over 300 stations in the U. S. and Canada.

WFDR (FM) New York had Mrs. Eleanor Roosevelt record 15 different spot announcements—a different spot for each day of the campaign. In addition, the station carried a three-hour FDR Memorial Concert featuring such artists as Lily Pons, Eddie Cantor and Deems Taylor, who served as master-of-ceremonies.

WGBG Greensboro, N. C., through Bob Jones, morning announcer, collected $11,054.85.

WKNX Saginaw, Mich., conducted a contest in which the listener could win a parakeet by naming it. Some 1,000 entries were received, each of which had to be accompanied by a contribution.

EXECUTIVE PLACEMENT SERVICE
Confidential, nation wide service placing qualified, experienced managers, commercial managers, program directors, chief engineers and disc jockies. Inquiries invited from employers and applicants.

HOWARD S. FRAZIER
TV & Radio Management Consultants
726 Bond Bldg., Washington 5, D. C.

IF YOUR AM-FM-TV STATION, OR NEWSPAPER NEEDS
promotional ideas sold to produce cash revenue of from $200 to $500 per week,
Write, call, or wire
Edgar L. Bill —— Merle V. Watson
Julian Mantell, Sales Manager

National Features
Peoria, Illinois **Phone 6-4607**

★ We can produce more sales records and letters of recommendation that members of our Organization have received while working for over 300 AM, FM, & TV Stations and Newspapers from coast to coast, than any similar company.

FCC Streamlining

(Continued from page 23)

committee's report thereon, it is my understanding that the bill is not intended to repeal Sec. 326. . . .

The amendments are minor but make explicit certain language of the bill. Net effect is to:

1. Give each Commissioner the opportunity to fix the salary of his legal assistant, which, under the bill, he would be permitted to appoint and prescribe duties at an annual salary not to exceed $10,000.

2. Add a new group to bureau heads and their assistants and the Commissioners' personal legal assistants affected by the bill's clause barring practice before the Commission for one year after leaving FCC employ. The new group would be designated as "the chief of each integrated division and his assistants."

3. Spell out a Commissioner's right to present his own or minority view or supplemental reports on all legislative matters affecting the Commission. Thus, a Commissioner would be accorded the right to appear before Congressional hearings and present an independent report or statement to augment FCC testimony, customarily presented by the FCC Chairman.

4. Define the Commission's right in a national emergency, i. e., an emergency proclaimed by the President or Congress as affecting national security.

The comprehensive bill contains authority for FCC to buy land and construct buildings for monitoring and research activities, a proposal desired by the Commission, particularly now for defense activities. A bill (HR 1730), embodying this proposal, is awaiting House approval.

In addition to the job-jumping ban on the Commission staff, the bill would limit a Commissioner, who resigned, from representing any interest within FCC jurisdiction for one year after leaving the FCC. It also would apply to a Commissioner who serves the full appointed term.

Other provisions would set a statutory target date on the time limit (within three months of filing) for action on original application, renewal and transfer cases. They would place a six month deadline within which hearing cases must be completed.

The Commission staff would be realigned along functional lines into Broadcasting, Common Carrier, and Safety and Special Services, each with legal, engineering and accounting personnel—a reorganization now in process by the Commission itself.

FCC would have to notify applicants before setting applications for hearing, grants issued without hearing would continue subject to protest for 30 days and the Commission would have to act on protests within 15 days, under the bill's provisions.

Provisions Cited

Other sections of the bill would:

- Permit FCC to issue cease-and-desist orders against violators of its rules and regulations.
- Alleviate "double-jeopardy" in anti-trust cases.
- Create a "buffer" staff to act as liaison between the Commission and regular staff, which would be responsible to FCC for preparation and review of decisions, orders, rules and other memoranda upon assignment.
- Reduce the number of assistant general counsels, assistant chief engineers and assistant chief accountants.
- Make FCC action on renewals bear on the finding that the public interest would be served and the applicant for renewal would no longer need to make the same presentation as is required of original applicants.
- Setup a radio fraud law similar to the postal fraud statute.

Sen. McFarland had told the Senate Jan. 29 that Chairman Coy "is very anxious that the bill be passed at any early date." This statement conforms to the view, expressed by close supporters of the bill, that the FCC may be more receptive to the McFarland Bill this year.

Commission exceptions to various sections of the measure could be presented to the House and the differences ironed out in joint conference with the Senate, it has been proposed.

TOP HONORS went to Chester Budny (l) in the WJMO Cleveland polka contest conducted by Paul Nakel (r). The happy duo is smiling through stacks of the 41,513 pieces of mail votes WJMO received. A plaque was given to Mr. Budny.

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STATION SALES

Five Are Reported

SALE of WTBO Cumberland, Md., by Mrs. Aurelia S. Becker and Charles Z. Heskett for $115,000 to a group including Howard Chernoff, former managing director of WCHS Charleston, W. Va., and George Clinton, manager of WPAR Parkersburg and WBLK Clarksburg, W. Va., was announced last week. Transaction, handled by Blackburn-Hamilton Co., station brokerage firm, is subject to FCC approval.

Other new sales negotiated by Blackburn-Hamilton and reported last week involve WOSC Fulton, N. Y.; KSBW Salinas, Calif.; WNLK Norwalk, Conn., and KWBE Beatrice, Neb. Transfer papers for WNLK and KWBE already have been filed with the Commission (see FCC ROUNDUP, page 82). All are subject to FCC approval.

WTBO, assigned 250 w fulltime on 1450 kc and NBC affiliated, is sold to Maryland Radio Corp., new firm composed of Messrs. Chernoff and Clinton as well as Ben K. Baer of Charleston.

WOSC to Cassill

WOSC, 1 kw daytime on 1300 kc, is sold by owner Don Kester for $50,000 to Harold W. Cassill, president and manager of WEOK Poughkeepsie, N. Y.

A 65% interest in KSBW, 1 kw fulltime on 1380 kc directional, Mutual affiliate, is sold by Dr. Harry Morgan, president and general manager, for $55,000 to John C. Cohan, former commercial manager of KNGS Hanford, Calif.; A. M. Cohan, Houston (Tex.) wholesaler, and Albert Seligman, Dinuba, Calif., department store owner, Dr. Morgan has interests in other California stations.

WHAY SOLD

To WNHC Group

SALE of WHAY New Britain, Conn., for $40,000 to a group identified with ownership and operation of WNHC-AM-FM-TV New Haven, Conn., was announced last week subject to FCC approval.

WHAY, founded in 1949, is assigned 5 kw fulltime on 910 kc, directional day and night. All stock in the licensee, Central Connecticut Broadcasting Co., would be transferred to Continental Enterprises Inc., a new firm chiefly owned by Aldo DeDominicis, Patrick J. Goode and David K. Harris, majority owners of WNHC.

Mr. DeDominicis is secretary-treasurer and 65% owner of the transferee; Mr. Goode, chairman of the board and 10% owner, and Mr. Harris, 10% owner. Michael J. Goode, WNHC salesman, is president and 5% owner. A 5% interest each is held also by J. Vincent Callanan, WNHC salesman, and Vincent DeLaurentis, WNHC chief engineer. Latter is vice president of Continental.

Sellers include the following: L. V. Gaffney, H. W. Holt, L. C. Edwardson, P. J. Curry, G. W. McMahon, W. J. Watson, J. E. Darrow, F. W. Trapp, Roger Scully, M. A. Kirshnit, F. E. Rackliff Jr., Joseph Rubenstein, Frederica Appell, George J. Coyle, S. P. Donnelly, J. B. Scully and Sidney Roller.

Buyers contend there is no overlap between WHAY and WNHC and also cite different markets involved.

WBGE PURCHASE

Hall Buys for $110,000

PURCHASE of WBGE, Atlanta independent station, for $110,000 was confirmed last Friday by Wilton E. Hall, president of WAIM and WCAC (FM) Anderson, S. C., as well as publisher of the Anderson *Independent and Daily Mail.* Transaction, subject to FCC approval, was completed a fortnight ago in Atlanta with Mike Benton, president of General Broadcasting Co., the seller.

Mr. Hall, a former U. S. Senator, is also president of Palmetto Broadcasting System which programs 18 South Carolina and four Georgia stations. Glenn P. Warnock, general manager of Palmetto, in Atlanta for the negotiations, said that no immediate changes in WBGE personnel was contemplated and David Hoke would remain as general manager. WBGE, 250 w on 1340 kc, will not become part of the Palmetto Broadcasting System but will be operated by the Wilton Hall Co.

An Atlanta office is planned, according to Mr. Warnock, who said that radio programs will be originated from it.

GENERAL ELECTRIC has announced that it has mailed out $17 million to stockholders as the company's 215th dividend.

programs promotion premiums

GOAL TOPPED ● ● ●

WGMS Washington, Feb. 4, conducted day long marathon to raise funds for National Symphony Orchestra. Announcements were repeated every 10 minutes from 8 a.m. to midnight. As result station collected $4,005, topping its previous goal of $1,500. Program beamed to D. C. listeners also received donations from cities in Maryland and Virginia. *The Washington Post* editorial Feb. 6 praised station for part it is playing in fund drive for orchestra, which is primarily interested in playing for younger people of Washington.

BONE AWARD ● ● ●

KNUZ Houston awarded "Milk Bone Promotion Award for 1950" by National Biscuit Co. KNUZ was one of three stations to win bronze bone during National Dog Week. Station devised special program, *Portcity Popcert*, to find homes for orphaned dogs in area. Show gained such popularity during month that every pup placed in S.P.C.A. shelter was adopted.

MAP FOLDER ● ● ●

WKNA Charleston, W. Va., sending trade and advertisers large rate card folder with map of coverage area on front. Inside, along with list of rates, are market facts headed "Personality Market Facts."

GOOD MUSIC SHOW ● ● ●

KEX Portland, Ore., *Good Listening Club*, 10:35 p.m.-1 a.m., Mon. through Fri., started Feb. 5. Program features light classics and classical music along with newscasts on the hour. "Mister Midnight," unidentified emcee, will head show.

SUBURBAN PROGRAM ● ●

WJMO Cleveland, *Radio Spotlight Tours*, started Feb. 5, playing up suburban points of interest with historic summary of each. Station plans to present different program each week in effort to promote general good will and prove effectiveness of radio advertising to suburban merchants who are sponsoring show.

BASKETBALL PLAYOFF ● ●

WISH Indianapolis, Feb. 24 through March 17, each Saturday will broadcast Indiana State High School Basketball Tournament, sponsored by local Frigidaire dealers. Station using outdoor posters, taxi cabs, newspaper ads and window displays in promoting playoff. Each dealer sponsors one-half of two games during four week tourney. This is third year that dealers have sponsored games.

★ ★ ★ ★ ★ ★ ★ ★ ★

HELPING celebrate the 113th birthday of Mrs. Mary O'Neil, the oldest living resident of Pennsylvania, WLTR Bloomsburg and WAZL Hazelton presented her with many useful gifts from merchants of their towns. Victor Diehm, WAZL president, emceed an exclusive interview with Mrs. O'Neil for broadcast on both stations. Looking over the gifts are (l to r) Shirley Nicodemus, WAZL; Mrs. O'Neil; Mr. Diehm; Bertie Naunas, WLTR, and Anthony Hogg, WLTR chief engineer.

★ ★ ★ ★ ★ ★ ★ ★ ★

NAVY SHOW ● ● ●

U. S. NAVY, *Across the Blue Pacific*, transcribed quarter-hour public service show from Hawaii. Program features interviews with hometown Navy men on duty in Pacific, including men on ships and stations in area. Music and native songs by Royal Hawaiian Serenaders are also featured on show. Series running for 13 weeks and is available for regional networks.

TV-D.J. SHOW ● ● ●

WDTV(TV) Pittsburgh, *Studio Control*, 12:30-1 p.m., Mon. through Fri., started Feb. 5. Show features Bill Brandt as emcee and is TV concept of AM afternoon disc jockey show. Music, record talk, guest acts and interviews highlight program. Show is keyed to afternoon AM audience.

DEFENSE EFFORT ● ● ●

KLZ Denver, *Design for Defense*, Sat. 2-2:30 p.m., started Feb. 3, written and prepared by service men in Denver area. Kickoff show featured taped interview with Arthur Godfrey, on duty with Navy in Florida, and Evelyn Knight, who recorded song for program. Show also featured salute to Army Nurse Corps on occasion of 50th anniversary. Part of show had tape-recorded bedside interviews with men back from Korea.

NOVEL PROMOTION ● ● ●

WLAW Lawrence, Mass., sending women of New England folded packet headed "Sew . . . here is a reminder from WLAW-680, 50,000 watt ABC affiliate . . . the spot on your dial where you always find radio entertainment at its best." Inclosed is thimble with raised letters on green backing reading "WLAW—Tune in 680." On back of folder is list of station's personalities appearing on shows.

STATION BREAK STUNT ● ●

WEBC Duluth recently conducted station relations campaign tying in its slogan "The Community Station." Mark Sheeler, special events man and disc jockey, attended civic clubs and organization meetings transcribing voices saying, "This is Mrs. ——— of ——— in Duluth . . . and this is WEBC Duluth and Superior." They were used as station break identifications. Stunt resulted in many calls from listeners who recognized voices of their friends.

RAID INSTRUCTIONS ● ●

KTTV (TV) Hollywood, *Instruction for Survival*, public service half-hour show Mon.-Fri., preparing public for possibility of bombings or raids. Show presented in cooperation with Los Angeles Civilian Defense Board. Members of various public agencies including Red Cross, Police Dept., Fire Dept., Public Health Dept. and others directly connected with public welfare will give information pertaining to their particular fields.

STUDENT OPERATION ● ●

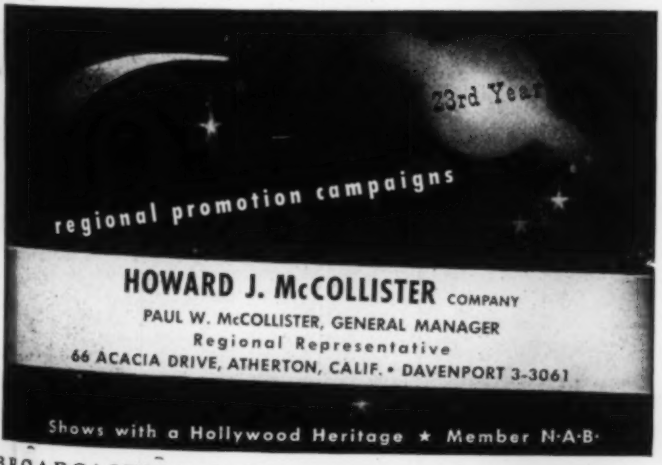
KMHL Marshall, Minn., Feb. 3, operated 18 hour schedule with staff consisting of students from local high school. Students worked under direction of regular staff members who were present to meet FCC regulations. However, students handled all programming and general business of station. All commercials, news, disc shows etc. were handled and written by students. They also broadcast play-by-play description of local basketball game.

EDUCATION SHOW ● ● ●

WPTZ (TV) Philadelphia will carry *Operation Blackboard* from Atlantic City, Feb. 22. Telecast will cover meeting of American Assn. of School Administrators. This will be part of regular program carried by station in cooperation with local public schools.

Rules Extended

EFFECTIVE date of FCC's new Part 18 of its rules governing the industrial, scientific and medical service, insofar as they apply to welding equipment using radio frequency energy, has been extended from Jan. 31 to July 31. In the interim, however, any welding interference to other radio services must be promptly remedied, FCC said.



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LANG-WORTH
FEATURE PROGRAMS, Inc.
113 W. 57th ST., NEW YORK 19, N. Y.
Network Calibre Programs at Local Station Cost

FCC Actions

(Continued from page 75)

Applications Cont.:

Okla.—License for CPs new remote pickups KA-6736, KKD-310.

APPLICATIONS AMENDED

Sun and Times Co., Chicago—Application for new TV station AMENDED to change corp. name from Sun and Times Co. to WJJD Inc.

WABD (TV) New York—Application AMENDED to change from 5.6 kw vis. to 4.7 kw vis.

Modification of License

WTPS-FM New Orleans—Mod. license to change ERP from 55 kw to 27 kw.

WSTV-FM Steubenville, Ohio—Mod. license to change name licensee from Valley Bcstg. Co. to WSTV Inc.

Modification of CP

WFMZ Allentown, Pa.—Mod. CP for extension of completion date.

WWSW-FM Pittsburgh, Pa.—Same.

CP to Replace CP

WMCR (FM) Kalamazoo, Mich.—CP to replace expired CP new noncommercial FM station.

February 8 Applications . . .

ACCEPTED FOR FILING

Modification of CP

WINS New York—Mod. CP for change in frequency, increase in power etc. for extension of completion date AMENDED for extension of completion date to April 16.

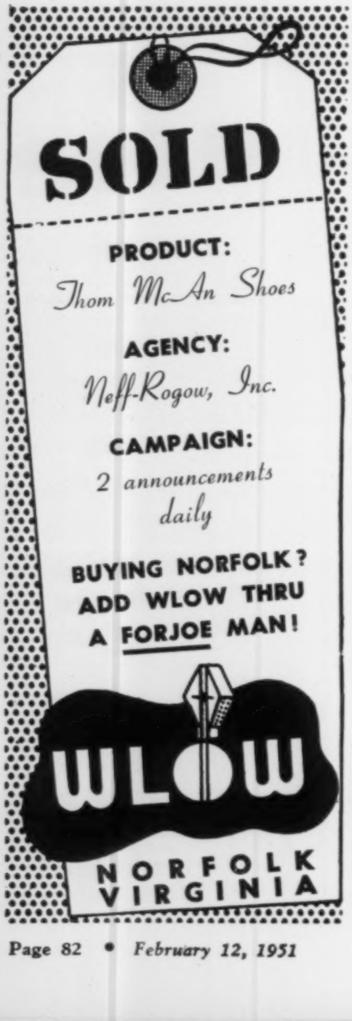
Following FM stations request mod. CP for extension of completion dates: WSGN-FM Birmingham, Ala.; WSPD-FM Toledo, Ohio.

AM—1360 kc

Arthur Wilson Davis tr/as Royal Bcstg. Co., Near Lancaster, S. C.—CP for new AM station 1220 kc 1 kw D AMENDED to change from 1220 kc to 1360 kc.

License Renewal

Following FM stations request renewal of license: KDRO-FM Sedalia, Mo.; WQAN-FM Scranton, Pa.; KCLE-FM Cleburne, Tex.



FCC roundup

New Grants, Transfers, Changes, Applications

Box Score

SUMMARY TO FEBRUARY 8

Summary of Authorizations, Stations On the Air, Applications

Class	Total On Air	Licensed	CPs	Cond'l Grants	Applications Pending	In Hearing
AM Stations	2,235	2,217	138		274	126
FM Stations	669	520	170	1*	12	4
TV Stations	107	59	50		382	171

* On the air.

* * *

Docket Actions . . .

FINAL DECISION

Lincolnton, N. C.—Carolina-Piedmont Bcstrs. Inc. Final decision denying bid for new AM station on 1050 kc with 1 kw daytime on grounds applicant failed to make sufficient showing respecting technical and other issues. Final decision Feb. 8.

OPINIONS AND ORDERS

Saratoga Springs, N. Y.—Spa Bcstrs. Inc. Memorandum opinion and order denying petition to set aside opinion and order of Aug. 17, 1950, which reopened record to permit Saratoga Bcstg. Co. to present evidence in support of its mutually exclusive bid for new AM station on 900 kc with 250 w daytime. Petition filed too late, FCC ruled. Order Feb. 8.

Sturgeon Bay, Wis.—Door County Bcstg. Co. Memorandum opinion and order dismissing petition for reconsideration of Sept. 27, 1950, grant without hearing of bid of Door County Radio Co. for new AM station on 1050 kc with 250 w daytime. Petitioner without standing, FCC ruled. See story this issue. Decision Feb. 8.

Non-Docket Actions . . .

AM GRANTS

Lawrenceburg, Tenn.—Aaron B. Robinson tr/as Lawrenceburg Bcstg. Co. granted CP new AM station on 1370 kc, 500 w day, engineering conditions. Mr. Robinson is majority stockholder and president WDXI Jackson, Tenn., secretary-treasurer and stockholder WENK Union City, Tenn. and part owner. WCMA Corinth, Miss. Granted Feb. 7.

Fulton, Ky.—Ken-Tenn Bcstg. Corp. granted CP new AM station on 1270 kc, 1 kw day, engineering conditions. Estimated construction cost $22,150. Principals include Dr. Robert Bushart, president 10%; Ira W. Little, owner Kentucky Motor Co., 20%; Dr. Glenn F. Bushart, 10%, and 19 other minor stockholders, all Fulton businessmen. Granted Feb. 7.

FM GRANTS

San Antonio, Tex.—Charles W. Balthrope granted CP new FM station on Ch. 247 (97.3 mc), 9.2 kw. Grantee is owner KITE there. Granted Feb. 7.

WALK (FM) New York—Granted switch from Ch. 294 (106.7 mc), 10 kw, ant. 640 ft., to Ch. 222 (92.3 mc), 11 kw, ant. 630 ft. Contingent on WMCA-FM surrendering license pursuant to agreement between WALK and WMCA-FM. Granted Feb. 7.

WKNA-FM Charleston, W. Va.—Granted decrease in ERP from 22 kw to 9 kw and antenna height from 185 ft. to 110 ft. Granted Feb. 7.

WVCN (FM) DeRuyter Township, N. Y.—Granted increase in ERP from 1.3 kw to 5.3 kw. Granted Feb. 7.

WFNF (FM) Wethersfield Township, N. Y.—Granted increase in ERP from 1.3 kw to 5.4 kw. Granted Feb. 7.

WVCV (FM) Cherry Valley Township, N. Y.—Granted increase in ERP from 1.4 kw to 5.4 kw. Granted Feb. 7.

WVBT (FM) South Bristol Township, N. Y.—Granted increase in ERP from 1.3 kw to 5.3 kw. Granted Feb. 7.

TRANSFER GRANTS

WDEF Chattanooga, Tenn.—Granted transfer of control of WDEF Bcstg. Co., licensee, from Joe W. Engle to Mary Louise Finlay, trustee under will of Edward Finlay, deceased, Carter M. Parham and six other preferred stockholders through sale of 50.4% interest for $200,000. [Story BROADCASTING • TELECASTING, Jan. 8]. Granted Feb. 7.

WDAR Savannah, Ga. — Granted transfer of control of WDAR Inc., licensee, from A. C. Neff and N. K. Clark to H. Blair Minick through purchase of 100% interest for $56,250. Granted Feb. 7.

KALG Almagordo, N. M.—Granted assignment of license from Norman Lassetter and Louis N. Neale Jr. to William Wayne Phelps for $28,000. Granted Feb. 7.

New Applications . . .

AM APPLICATIONS

Pontiac, Mich.—Harry A. McDonald Jr. and Ray A. Shapero d/b as Oakland Bcstg. Co., 1460 kc, 500 w day; estimated cost $31,500. Mr. McDonald, 50% partner, is director of Ryerson & Haynes, Jackson, Mich., auto parts manufacturer, and partner in McDonald-Moore & Co., Detroit investment firm. Mr. Shapero is director of Cunningham Drug Stores Inc. Filed Feb. 1.

Grandview, Mo.—W. H. Brazil, 1050 kc, 250 w day; estimated cost $9,250. Mr. Brazil is owner Pathfinder School of Radio Broadcasting, Kansas City, Bral Recording Co., same city, and Pathfinder Enterprises, Oakland, Calif., publishing and radio production firm. Filed Feb. 2.

Aiken, S. C.—Aiken Electronics Adv. Corp., 990 kc, 1 kw day; estimated cost $12,650. B. T. Whitmire, president and one-third owner, is manager WFBC Greenville, S. C., 25% owner WAYS Charlotte and 25% owner WCOG Greensboro, N. C. Jack S. Younts, vice president 10%, is president and 50.9% owner WEEB Southern Pines, N. C. John Mare, secretary-treasurer 56⅔%, is vice president and 15.7% owner WEEB. Filed Feb. 2.

Baraboo, Wis.—Watertown Radio Inc., 1400 kc, 250 w unlimited; estimated cost $12,147.05. Applicant is licensee WTTN Watertown, Wis. Filed Feb. 6.

Fairfield, Ala.—Vearl Cicero and Albert R. Cicero d/b as Fairfield-Ensley Bcstg. System, 1260 kc, 1 kw day; estimated cost $10,093.64. A. R. Cicero, general manager 50%, is U. S. Government employe. V. Cicero, technical director 50%, is electronics engineer for Tennessee Coal, Iron and Railroad Co., Birmingham. Filed Feb. 7.

Opp, Ala.—Covington Bcstg. Co. Inc., 860 kc, 1 kw day; estimated cost $27,000. Principals: William Harris, manager and chief engineer for WVHV Huntsville, Ala., president 20%; Mrs. William Harris, employe WVHV, vice president 20%; W. M. Jordan, general manager 20%, and W. P. Thielens, secretary-treasurer 20%, and T. H. Gaillard Jr., 20%. Latter three are co-owners WPBB Jackson and WXAL Demopolis, Ala. Filed Feb. 7.

NONCOMMERCIAL FM

Springfield, Mass.—School Committee of Springfield, Mass., Ch. 201 (88.1 mc) 10 w; estimated cost $3,000. Part of former WBZA-FM Springfield transmitter donated by Westinghouse. Filed Feb. 6.

FM APPLICATIONS

West Plains, Mo.—Robert F. Neathery, Ch. 247 (97.3 mc), 1.285 kw; estimated cost $4,700. Applicant is owner KWPM West Plains and also has application pending for new AM station at Alton, Mo. Filed Feb. 7.

Columbia, S. C.—Radio Columbia Inc., Ch. 250 (97.9 mc), 1.52 kw; estimated construction cost $12,000. Applicant is licensee WCOS Columbia. Filed Feb. 7.

TV APPLICATIONS

Sioux City, Iowa—Perkins Bros. Co., Ch. 5 (76-82 mc), 21.42 kw vis., 10.70 kw aur.; estimated cost $232,000, operating cost first year $200,000, revenue first year $200,000. Applicant is licensee KSCJ-AM-FM Sioux City. Filed Feb. 7.

Columbia, S. C.—Marseco Bcstg. Co., Ch. 10 (192-198 mc), 25 kw vis., 12.5 kw aur.; estimated cost $182,360, operating cost first year $100,000, revenue first year $125,000. Applicant is licensee WMSC Columbia. Filed Feb. 7.

Roanoke, Va.—Radio Roanoke Inc., Ch. 5 (76-82 mc), 13.1 kw vis., 6.55 kw aur.; estimated cost $255,000. Applicant is licensee WROV-AM-FM Roanoke. Filed Feb. 7.

TRANSFER REQUESTS

KFMB-AM-TV San Diego, Calif. — Transfer of control of Jack Gross Bcstg. Co., licensee, from sole owner Jack Gross to The Kennedy Bcstg. Co. through sale of 100% interest for $925,800-plus. See story this issue. Filed Feb. 7.

WWNF Fayetteville, N. C.—Assignment of license from Wayne M. Nelson Inc. to Rollins Bcstg. Inc. for $32,500. Transferee operates WRAD Radford, Va. and WJWL-AM-FM Georgetown, Del. and has application pending for AM station in Norfolk, Va. Filed Feb. 1.

WBEX Chillicothe, Ohio—Transfer of control of Shawnee Bcstg. Co., licensee, from Walter A. Graham, James E. Graham, Ivan Kulbersh, Murray Marcus and Wilkie A. Neighbors to Truman A. Morris, E. W. Wipple and John E. Halliday for $67,000. Mr. Wipple, president 33⅓%, is president and 50% owner WJEH Gallipolis, Ohio. Mr. Halliday, vice president 33⅓%, is 30% owner WJEH. Mr. Morris, secretary-treasurer 33⅓%, is 20% owner WJEH. Filed Feb. 1.

WHOS Decatur, Ala.—Assignment of license from D. T. Kinney and estate of H. H. Kinney d/b as North Alabama Bcstg. Co. to Barrett C. Shelton and John H. Jones d/b as North Alabama Bcstg. Co. for $50,000. Mr. Shelton, 50% owner is publisher of Decatur Daily. Mr. Jones, 50%, is secretary-treasurer of Jones Coal Co. and Decatur Fertilizer Co. Filed Feb. 2.

KFAB Omaha, Neb.—Acquisition of negative control of KFAB Bcstg. Co., licensee, by Journal Star Printing Co. through purchase of 1 sh. from William Aitken for $125.54. Sidles Co. retains 50% ownership. Journal-Star Printing Co. is owned by State Journal Co. and Star Pub. Co. Filed Feb. 2.

WANS Anderson, S. C.—Assignment of license and CP authorizing fulltime operation on 1280 kc from John J. Powell d/b as Carolina Bcstrs. to new firm of same name for $85,000. Principals in transferee are C. R. Johnson

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ECONOMIC TREND

Initiative Factor Traced

INDIVIDUAL INITIATIVE IN BUSINESS. Edited by George Howard Allen. Cambridge, Mass. Harvard U. Press. 255 pp. $3.50 (January selection of Executive Book Club.)

INITIATIVE has always been considered as a main quality need for success under the free-for-all turmoil of the traditional American private enterprise system. How changes in our social and economic structure are affecting this vital function, which the editor in his foreword calls the "red corpuscles of our society" without which our kind of society becomes anemic, is discussed in this volume by 37 executives of industry, business, labor, education and government.

Nine present major texts; the others participate in give-and-take discussion. Mr. Allen, director of sales promotion for *McCall's* magazine, has edited the talks and discussion which comprise last year's business conference of Harvard Business School's annual series into a thought-provoking volume.

GE Order

AN ORDER for $1.3 million worth of transportable microwave communications equipment to be used by the Army Signal Corps has been reported by the General Electric Co. The order includes equipment for terminal and repeater radio stations which will give the Signal Corps a number of communications systems, GE reported.

Sr., president of Brissey Lumber Co., president 70%; C. R. Johnson Jr., vice president same lumber firm, secretary 10%; James B. Johnson, secretary same lumber firm, 10%, and J. H. Wright, partner in drug store chain and one-half owner Maytag Equipment Co., vice president 10%. Filed Feb. 5.

KCMJ Palm Springs, Calif.—Transfer of control Palm Springs Bcstg. Co., licensee, from Richard W. Joy, Jean W. Joy, Donald C. McBain, George W. Irwin and Roland Vaile to Joseph E. Gamble and Theodore R. Gamble through sale of 100% stock for $61,500. J. E. Gamble, president, owns 51%. T. R. Gamble, vice president 49%, with wife is 20½% owner KLZ Denver. Filed Feb. 6.

WAKR Akron, Ohio—Transfer of control of Summit Radio Corp., licensee, to Viola G. Berk, present owner 28.2%, under voting trust agreement with three other members of Berk family, who own 22.8% together, so that Berk family may vote stock as unit. No change in percentage of ownership or money is involved. Beacon Journal Pub. Co. remains minority stockholder. Filed Feb. 6.

WNLK Norwalk, Conn.—Acquisition of control Norwalk Bcstg. Co., licensee, by David W. Jefferies, Michael J. Cuneen Jr. and Joseph V. Lentini through purchase of 450 sh. from Benjamin Ginsburg, the Gaines-Lipset family and Solomon N. Petchers for $20,000. Transferees will together own 56% after transfer. Mr. Jefferies is recording engineer for WCFM(FM) Washington; Mr. Lentini salesman for a wholesaling firm; Mr. Cuneen salesman for WESB Bradford, Pa. Filed Feb. 7.

KWBE Beatrice, Neb. — Relinquishment of control Blue Valley Bcstg. Co., licensee, by John W. Thorwald through sale of 220 sh. for $49,586 in five equal parts to Merle G. Jones, Thomas E. Adams Jr., M. E. Dole, Marion Morton and Joe D. Goldberg, all present stockholders. Filed Feb. 7.

KGWA Enid, Okla.—Transfer of 100 sh. in Public Bcstg. Service Inc., licensee, from estate of Charles P. Cansler, deceased, to G. W. Athey and George Hutchison for $16,000. Both are original stockholders. Filed Feb. 7.

KTAT Frederick, Okla.—Assignment of license from J. D. Jones Jr., Ronald W. Wheeler Jr., Jack W. Oswalt and Winston A. Jones d/b as Frederick Bcstg. Co. to new partnership of same name and persons except Mr. Oswalt, inducted into Army. Filed Feb. 7.

WJAY Mullins, S. C.—Acquisition of control Mullins & Marion Bcstg. Co., licensee, by W. G. Smith, present one-third owner and secretary-treasurer, through purchase of 83⅓ sh. from W. H. Daniel Jr. for $10,000. Minority stockholder W. L. Harrelson to transfer 41 sh. to brother, Dr. Maxcey C. Harrelson Jr. for $4,100. Filed Feb. 7.

KEVA Shamrock, Tex.—Assignment of license from Albert Cooper to Albert Cooper and James D. Abbott d/b as Shamrock Texas Bcstg. Co. Mr. Abbott buys 60% interest for $18,000. He is manager and salesman for KEVA. Filed Feb. 7.

KWKW-AM-FM Pasadena, Calif. — Assignment of license from Southern California Bcstg. Corp., licensee, to limited partnership of Marshall S. Neal, Paul Buhlig, M. B. Buhlig, Edwin Earl and William J. Beaton d/b as Southern California Bcstg. Co. No ownership change. Filed Feb. 7.

Deletions . . .

TOTAL withdrawals to date since Jan. 1: AM 4, FM 13, TV 0. Stations, deletion dates and reasons are:

KAVR Havre, Mont.—KAVR Inc. License, Jan. 20. Also CP switch from 250 w on 1240 kc to 1 kw on 910 kc, directional night. Economic. KAVR, founded 1946, ceased operation Jan. 20. Withdrawal coincided with Jan. 22 authorization to KOJM Havre to begin program tests on new assignment of 1 kw on 610 kc, directional, switching from 1 kw day on 730 kc. KAVR's MBS affiliation is switched to KOJM.

KJBS-FM San Francisco — KJBS Bcstrs. License. Jan. 31. Request of applicant.

January Box Score

STATUS of broadcast station authorizations and applications at FCC as of January 31 follows:

	AM	FM	TV
Total authorized	2,353	690	109
Total on the air	2,232	669	107
Licensed (All on air)	2,216	518	59
Construction permits	137	171	50
Conditional grants		1*	
Total applications pending	858	299	438
Total applications in hearing	299	11	180
Requests for new stations	271	11	379
New station requests in hearing	122	4	171
Requests to change existing facilities	257	27	26
Deletion of licensed stations in January	4	6	
Deletion of construction permits	1	9	

* On the air

Emergency Plan

(Continued from page 25)

topics as state legislation, financing, organization of personnel, siren installations, fire and police services, etc. [BROADCASTING • TELECASTING, Feb. 5].

Functions of broadcast stations "before, during and after attack" will be discussed in the closed circuit sessions, though no concrete answers to communications problems are anticipated until FCC and the Air Command have cleared the whole problem.

Communications planning for the District of Columbia was reviewed in a meeting held at the Municipal Bldg. last Friday.

The District Communications Advisory & Planning Committee reported to Director John Fondahl on progress made thus far. Heading the subcommittee looking into broadcast matters is Ross Beville, WWDC Washington. Chairman of the full group is Herbert Friede, District communications superintendent.

The broadcast station subcommittee has compiled a file of transmission of stations in the District area, what they may be called upon to perform in the way of services and other factors.

Mr. Beville will confer with District broadcasters periodically, as he has done in the past, on civil defense progress. He is responsible for such aspects as standard radio stations, FM, TV transit radio and amateur operators.

While much of the groundwork has already been laid, the whole CD project in the nation's capital is proceeding slowly at present because of an uncertainity as to funds.

REPRESENTATION

NLRB Orders Elections

ELECTIONS to determine bargaining representatives for engineers and technicians at WBNY Buffalo, N. Y., WJIM Lansing and WGFG Kalamazoo, Mich., have been ordered by the National Labor Relations Board.

In the case of WBNY, an independent licensed to Roy L. Albertson, the board directed that technical employes choose between NABET (National Assn. of Broadcast Engineers), petitioner in the dispute, and the intervening Northern Branch of the American Communications Assn. (ACA), which previously represented the station's employes. The technicians voted last year to sever relations with ACA after the union was dislodged from CIO on the communist issue. Election was ordered to "resolve conflicting claims" of both unions.

Engineers and technicians at WJIM, licensed to WJIM Inc., and WGFG, licensed to Southwestern Michigan Broadcasting Co.—Harold F. Gross is president and general manager of both stations—were ordered to vote on whether the Detroit Chapter of NABET shall represent them in collective bargaining negotiations.

In another action, technical employes at WBAP-AM-FM-TV Fort Worth were asked to hold an election on representation by IBEW (International Brotherhood of Electrical Workers). The board also certified an election at WICU (TV) Erie, Pa., where engineers and technicians all voted for NABET last December.

KALI Pasadena, Calif., and KFOX Long Beach will carry full schedule of Liberty Broadcasting System baseball games starting March 12.

DISMISS PETITION

Wis. Grant Stands

PETITION of Door County Broadcasting Co., requesting that FCC set aside its Sept. 27, 1950, action granting without hearing the new station bid of Door County Radio Co. for 250 w daytime on 1050 kc at Sturgeon Bay, Wis., was dismissed by the Commission last week on grounds petitioner has no standing to seek reconsideration.

Door County Broadcasting, which seeks a new station on 1340 kc there, alleged the grant to Door County Radio would cause severe injury economically and to its standing and reputation in community. FCC said since different frequencies are involved and no technical conflict exists, the alleged injury is dependent wholly upon petitioner's becoming a permittee, which may not ensue.

FCC said it therefore need not consider petitioner's allegations that the Door County Radio Co. application was fatally "defective" and "impliedly misrepresented the intentions of the corporation's stockholders." The allegations were denied in counter affidavits filed by the grantee, FCC noted. Charges made by petitioner involved use of similar firm name and alleged attempt to sell the construction permit.

Gates has it

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BROADCASTING STATION
GATES RADIO COMPANY

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biggest..
Growth of retail sales *
in the U. S. A.* was in
EL PASO
biggest.
audience in this vital
marketing area is
delivered by
KROD
5,000 watts 600 K. C.
KEY STATION -- SOUTHWEST NETWORK
RODERICK BROADCASTING CORP.
Dorrance D. Roderick, Pres.
Val Lawrence, Vice-Pres. & Gen. Mgr.
REPRESENTED NATIONALLY BY
THE O. L. TAYLOR COMPANY
* Among the Nation's 75 Largest Cities, in the Last 10 Years (Latest Dept. of Commerce Report

NARTB's Judgment

(Continued from page 21)

FIRST nationwide network program to originate from Quincy, Ill., was a sell-out days before show-time due to promotion campaign launched by Joseph Bonansinga (r), general manager of WGEM (ABC) Quincy. Displays in lobbies of the city's two hotels, and direct-mail notices to every tavern in the Quincy area were part of Mr. Bonansinga's advance planning to fill Quincy's Casino for broadcast of Lawrence Welk's *Miller High Life Revue* Jan. 24 over ABC. On hand for show (l to r) Charles Helliwell, radio director of Mathisson Agency, Milwaukee; Maury Murray, ABC producer; John Wiegel, *High Life Revue* announcer; Mr. Welk; Bill Wilson, ABC account executive, and Mr. Bonansinga.

cal year starting April 1. Of this, $50,000 is likely to be earmarked for payment to NARTB as overhead, plus 40% of all TV dues over $150,000.

George B. Storer, head of the Fort Industry stations, will report to the TV board as head of its finance committee.

TV directors made it plain last week they are shooting for 100% TV membership—all 107 stations. Nearly 60 stations signed the Chicago pledge to join the new TV association. The TV board must arrange a membership campaign and decide on timing of the solicitation.

BAB's board will have to arrange its own membership solicitation. During the fiscal year starting April 1 BAB will get 30% of the dues of each NARTB radio member, unless the member decides it doesn't want BAB service, in which case a refund of 30% will be given.

NAB non-members, under a plan approved last August, would be entitled to join BAB by paying one-half the station's highest hourly rate. Dues for networks, representatives, transcription firms, manufacturers and other BAB members have not yet been fixed.

Solicitation to Start

BAB President Ryan has indicated BAB will start quickly with its solicitation of non-NAB members. He said BAB has no intention of competing with NAB but instead will argue on behalf of a strong national trade association. The two go together, he said. If a station doesn't want NAB, BAB will solicit it anyhow. After March 31, 1952, there will be no relation between NAB and BAB dues.

The BAB budget will start at around $200,000 but it is expected to head rapidly toward the million-dollar annual budget conceived by the NAB board last summer when BAB separation was arranged.

BAB has made some contacts in its staff enlargement program. Mr. Ryan will have what he termed "fairly basic plans" ready for the BAB board meeting.

While presidential and reorganization details were occupying NAB headquarters, plans went ahead for the mid-April convention. Mr. Thomas is chairman of the board's convention committee. Robert K. Richards, NAB public affairs director, and C. E. Arney Jr., secretary-treasurer, are handling the convention program operations and physical arrangements, respectively.

After satellite and miscellaneous meetings Sunday, April 15, formal convention proceedings will open Monday with the report by President Miller. Monday's agenda will be confined to AM. Tuesday morning will feature FM discussion. Mr. Strouse is arranging details. Annual business meeting will be held Tuesday afternoon, followed by the annual banquet.

Wednesday will be TV day. First business meeting of the new TV organization is to be held in the afternoon.

Engineering sessions will run concurrently with the management meeting, with some joint meetings planned.

NAB headquarters was working on the 1951 fiscal year budget last week, following board approval of the $517,701 total recommended by the board's finance committee headed by John S. Meagher, KYSM Mankato, Minn. This fund does not include BAB's separate budget. It compares to $549,000 for the current fiscal year (also excluding separate BAB fund). BAB has operated this year on a $186,592 budget. TV, of course, will have its own $150,000 budget. A number of NAB department heads and staff employes were granted raises by the board.

Funds Made Available

The board made $5,000 available for a study of the operator employment situation and presentation before the FCC of proposals to relaxation of technical requirements. William C. Grove, KFBC Cheyenne, Wyo., is chairman of a board committee studying this problem.

By-laws of NAB were drastically rewritten by the NAB board in Florida, in line with revisions drafted by the By-Laws Committee headed by Frank U. Fletcher, WARL Arlington, Va. Mr. Fletcher, assisted by NAB staff officials, had prepared a paragraph-by-paragraph revision encompassing the changes required to bring TV into the association on an autonomous basis.

First, several changes must be made in the charter when NAB is reconstituted as NARTB. The name must be changed; proviso requiring board to meet not less than three times a year, also on call of the president, must be changed to once a year; three-fourths vote of board required for election of officers (it formerly was two-thirds); chairman of board to be added as an officer of corporation.

Summary of principal changes in the by-laws, as submitted to the membership for approval, follows: Object of NARTB has been broadened to include developments of the arts of "aural and visual broadcasting in all its forms."

As in NAB, provision is made for both active and associate memberships. There are two classes of actives—radio and television. AM and FM stations may be active radio members, along with networks. Heretofore networks have merely been associates but now they have their choice of active or associate radio membership subject to approval of the radio board.

In the case of television, both station and network operators may be members.

Associate members are entitled to attend membership meetings, speak from the floor, exhibit products and services, and receive NARTB services. Associates cannot vote except on committees.

The board shall call special association meetings of all association members on request of a fifth of the active members (formerly the figure was 100 members). The radio and television boards can call special meetings on request of a fifth of their particular members. A quorum consists of 10% of the active members compared to 20% formerly.

Dues of radio members are to be fixed by the radio board on the basis of range of income. Television dues are to be fixed by the television board. The overall board is to fix dues of associates.

Total number of directors is fixed at not over 42—25 maximum for radio and 14 for television. Directorships are to be held by the board chairman and president. Radio directors are to be elected by each of the 17 radio districts plus two at-large directors for large AM stations, two for medium AM stations, two for small AM stations, two for FM stations, provided an at-large groups has at least 25 members.

The TV board is to consist of

NAB CRITICIZED

By Resigning Kops, WAVZ

NAB's failure "to take an aggressive stand" in the Lorain, Ohio, case involving use of allegedly unfair competitive methods by a newspaper competing with a radio station drew criticism last week from Daniel W. Kops, WAVZ New Haven.

In resigning from NAB Mr. Kops and his partner, Victor W. Knauth, wrote President Justin Miller about a number of complaints covering NAB service and reminded they had suggested a "vigorous" defense of radio stations by NAB just as the ANPA fought for rights of member newspapers.

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50,000 WATTS
WBZ-TV
WBZA
SPRINGFIELD MASS.
WESTINGHOUSE RADIO STATIONS Inc

Why buy 2 or more...
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Contact EDWARD PETRY CO
WBAL

nine representatives of TV station members. At least two of the nine are to represent TV-only stations, or more depending on the ratio of TV-only stations to the total TV membership. Each TV network can designate a director, but the networks may not have more than four directors on the TV board. No director can represent more than one classification and no member company can have more than one director on either the radio or television boards.

Radio directors will hold office for two years, as now is the case, serving under a staggered system. They will be elected as at present.

Television station directors will start their terms this year and serve until the 1952 convention. They will be elected at the annual convention.

A two-term limit is placed on all directors except directors representing TV networks.

The NARTB board will consist of the radio and TV directors plus the chairman of the board and president.

The radio board can determine association policies affecting radio members; fix radio dues; issue standards of practice or codes for radio, and allocate funds received from radio dues.

TV Board Authority

The TV board can determine association policies affecting TV members; fix TV dues; issue standards of practice or codes for TV, and allocate funds received from TV dues.

Powers of the board (radio and TV combined) are defined as follows:

To determine the overall policies of the association with respect to matters of general interest to all members; to take title to real and personal property in the name of the association; to execute mortgages and trust deeds on such property to secure payment of some; to borrow money in behalf of the association; to encourage the organization of state associations; to elect by three-fourths vote of its members a chairman of the board, a president and secretary-treasurer upon such terms and conditions as it may deem proper; to direct its officers to do all things necessary to carry out the policies, functions and activities of the association; to approve the annual budget for the program of the association for the fiscal year;

Provided, however, the board of directors is not authorized to take action on behalf of the association with respect to any determinations herein authorized to be made by the radio or television boards, but shall limit its jurisdiction to matters of general interest to all its members and adversely affecting neither television nor radio.

The language covering duties of the chairman of the board and the president-general manager follows:

OFFICERS

Section 1. Chairman of the Board. It shall be the duty of the chairman of the board to preside at all meetings of the association and of the board of directors; and he may preside at meetings of the radio and television boards at the request of such boards. He shall have such other duties and responsibilities as may be prescribed by the board of directors.

Section 2. President. It shall be the duty of the president to execute faithfully the policies of the board of directors, the radio board and the television board, and to assist such boards at all times in the determination of policies.

The president shall be responsible for the management of the affairs of the association including, but not limited to, the employment, direction and supervision of the officers and employes of the association except as provided in Article VII Section 2-A.

The president shall, not less than 45 days before the end of the fiscal year, present a report to the board of directors on the progress of the association's work in the current fiscal year to date and expenditures to date to carry out that program together with his estimate of expenditures to carry on the program for the remainder of the fiscal year. He shall at the same time present, for approval of the board of directors, his estimate of budget requirements for the program of the association for the ensuing fiscal year.

He shall at the same time present for approval of the radio board of directors and the television board of directors his estimate of separate budget requirements for their respective programs for the ensuing fiscal year.

The president, by virtue of his office, unless otherwise serving as a director, shall become a member of the board of directors upon his election as president, to serve during his term of office. The president may preside at meetings of the association, and the radio board and the television board at the request of such boards; and he shall name the members of all standing and special committees from the members of any employe of any member and prescribe their duties. He shall be a member ex-officio, with right to vote on all committees.

He shall be entitled to make and execute for and on behalf of this association, contracts for employment for a period not to exceed one year; Provided, with the approval of the respective boards of directors where applicable such contracts may be made for a period of not to exceed three years.

The secretary-treasurer acts under the supervision of the president, the proposed by-laws specify.

The combined board must meet at least once a year. The president, or acting president, may on five days written notice call a special meeting of the combined board, or radio or television board. A third of the membership of such boards may notify the secretary-treasurer to call a special meeting.

A majority of the full board will constitute a quorum. This applies also to the Radio and TV boards except that in the case of the TV board a majority of those present may not represent networks or stations owned and operated by networks in order to constitute a quorum.

Except for the TV board, vacancies are to be filled by election if the unexpired term is 90 or more days although a director already elected for the succeeding term will fill such an unexpired term. Service during such unexpired terms isn't involved in the two-term limitation on consecutive terms served. TV network vacancies are to be filled by the network; other TV vacancies by the TV board.

EVALUATES NAB

Baker Directs Survey

SEARCHING look into its own work will be taken by NAB when results of a self-evaluation survey have been analyzed by the NAB Research Dept., directed by Dr. Kenneth H. Baker.

Questionnaires covering 36 operations are being returned by stations—members and non-members alike. They provide for four types of evaluation—approve, not interested, disapprove, never heard about it.

The questions deal with specific operations and services rather than the work of any department or officer, the association feeling that many services involve cooperative effort by many individuals and departments.

The detailed listing, it is felt, will have a public relations value since many non-members do not realize the spread of NAB functioning and many members are not well informed on what they get for their dues.

Broadcast Advertising Bureau, Voice of Democracy contest, legal, labor and recording standards are covered in the opening questions. Others deal with inter-industry meetings, Broadcast Advisory Council, government relations, intra-association meetings, operating cost studies, FM promotion, trade press relations and related matters.

Closing the questionnaire are blanks for comments on NAB functions.

PRESS CONTROL

Asked by Talmadge

THREE BILLS were introduced into the Georgia state legislature last week, all under sponsorship of Gov. Herman Talmadge, to curb newspaper "monopolies" in the state and to require that equal display be given replies to charges made by local papers.

The governor's action in part was allegedly aimed at the Atlanta *Journal* and *Constitution*, with which he reportedly has had long-standing differences. The *Constitution* was recently merged with the *Journal* under ownership of former Gov. James Cox of Ohio. The papers operate WSB-AM-FM-TV there.

It was reported that through the bills Gov. Talmadge seeks (1) authority for the courts to dissolve "newspaper monopolies," suits being ordered filed by the governor through the attorney general; (2) to make papers subject to libel suits in any county in which they have circulation of 50 papers, and (3) to make papers subject to some form of regulation by the state and require them to give equal space and prominence to the reply of any person attacked by the paper.

GODFREY CASE

Singer Sues Star, Network

ARTHUR GODFREY and CBS were sued for $250,000 damages last week by a Hawaiian singer who claimed the defendants squirmed out of a promise that she would appear on Mr. Godfrey's program and earn a minimum of $250 a week for three months.

The singer, Mikilani Fo, alleged that although either Mr. Godfrey or CBS—she was not sure which—paid her way to New York from Honolulu, she was not given a chance to perform on the air and no earnings whatever materialized. Miss Fo said in her complaint, filed in New York Supreme Court, that she won a talent contest presided over by Mr. Godfrey when he visited Hawaii last summer. CBS had no comment on the suit.

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HEARINGS START FEB. 21 ON RADIO-TV CONTROL

SEN. ED C. JOHNSON (D-Col.) announced Friday Interstate & Foreign Commerce Committee, of which he is chairman, will start hearings Feb. 21 on Defense Dept.'s controversial radio-TV control plan. Committee will hold open sessions on Sen. Johnson's bill (S 537) which would empower the President to control broadcast signals "in the interest of national security" (see early story page 25).

Among groups which indicated they will appear are: Dept. of Defense (probably Maj. General Francis L. Ankenbrandt), FCC (Comr. George E. Sterling and/or Chief Engineer Curtis Plummer), NAB (President Justin Miller, Government Relations Director Ralph Hardy and/or Engineering Director Neal McNaughten) and possibly Radio-Television Mfrs. Assn. A few individual broadcasters also have requested opportunity to appear, committee authorities said. Others wishing to give views should inform committee, it was stressed.

EDUCATION TV FORUM

MERITS of TV in education to be discussed Feb. 13 on ABC *Town Hall* program, 9-9:45 p. m. by Telford Taylor, counsel for Joint Committee for Educational Television; Charles A. Siepmann, head of communications, New York U. School of Education; Ralph W. Hardy, NAB government relations director; Robert J. Landry, editor of *Space & Time;* Edwin A. Falk, counsel for Television Broadcasters Assn. Program to be under auspices of National Assn. of Secondary School Principals, with topic, "Is Television an Asset or Liability to Education?"

TRANSIT CASE FEB. 14

TRANSIT RADIO complaint of Washington Attorneys Franklin S. Pollack and Guy Martin to be argued Wednesday in U. S. Court of Appeals for D. C. Appeal is from order of Public Utilities Commission finding WWDC-FM Washington broadcasts on Capital Transit Co. vehicles are not contrary to public interest. Argument, previously set Jan. 29 [BROADCASTING • TELECASTING, Jan. 1], was delayed to Feb. 14 because of illness of Paul Segal, broadcast attorney, who is to argue for appellants.

FRASER JOINS PABST

FORREST L. FRASER, director of grocery merchandising for Kroger Co., has been appointed to newly-created position of executive vice president of Pabst Sales Co., Chicago. He will join firm April 1.

KENNEDY JOINS MAXON

EARL KENNEDY, formerly with Young & Rubicam, New York, to Maxon Inc., New York, in charge of all radio and television production.

RAYMOND GETS POST

MICHAEL A. RAYMOND, formerly with Lennen & Mitchell, New York, named vice president and director of Dowd-Redfield & Johnstone, New York.

ABC, CBS TV AFFILIATES HOLD NEW YORK SESSIONS

MORE THAN 20 ABC-TV affiliates were represented at all-day meeting held Friday in New York, starting with tour of ABC-TV studio building. Business session included discussions of programming, sales, engineering, Washington situation and allocation of inter-connection facilities.

CBS Thursday afternoon held session on network facilities allocation problems for telecasters affiliated with CBS-TV.

BLAIR CHICAGO OFFICES

BLAIR-TV, Chicago, has moved into separate quarters from John Blair & Co. in McGraw-Hill Bldg. Company also announces physical separation of its AM and TV offices in Russ Bldg., San Francisco, where Lindsey Spight is devoting fulltime to TV. Jim Richards, formerly with sales staff of KFRC San Francisco, joins Blair there as assistant to Bill Peavey on AM. Prior to joining KFRC after war, during which he was Navy lieutenant assigned to *USS Saratoga*, Mr. Richards was with National Cash Register Co.

ATOM SECURITY HEARING

HEARINGS indicated Friday by Congressional Joint Atomic Energy Committee on security case involving ABC Commentator Paul Harvey's "unauthorized entry" into Argonne atomic-experiment plant (see early story, page 30). Authorities said Sen. Brien McMahon (D-Conn.), chairman, would call in Atomic Energy Commission and Dept. of Justice, but denied published report findings would be made public. Session will be closed. Committee reportedly received confidential reports from both departments.

WILSON NAMES FLEMMING

APPOINTMENT of Dr. Arthur S. Flemming, president, Ohio Wesleyan U., as assistant to director in charge of nation's manpower program, announced Friday by Charles E. Wilson, director of the Office of Defense Mobilization. Dr. Flemming will preside over newly-formed ODM Manpower Policy Committee, which will advise Mr. Wilson on manpower problems, including allocation of manpower to meet essential civilian and military requirements (see story page 19).

AP GETS AWARD

ASSOCIATED Press wire service granted $18,559.82 verdict by U. S. District Court, Los Angeles, in suit against Broadcasting Corp. of America, AP announced Friday. BCA stations involved were KPRO Riverside, KYOR Blythe, KREO Indio and KROP Brawley, all California, it was stated. Verdict represents $3,327.37 arrears for service to stations and damages of $15,284.45 for breach of contract with AP, according to news service.

WOLFE ELECTED V-P

CLIFFORD H. WOLFE, account executive, Dancer-Fitzgerald-Sample, New York, named vice president.

Closed Circuit

(Continued from page 4)

stations or modified facilities, broadcasters' complaints about inordinate delays at FCC in handling of even routine matters are continuing. Processing lines, which should have been current months ago, aren't even inching forward, according to some complainants.

SEABROOK FARMS frozen foods through Hilton & Riggio, New York, preparing half-million dollar radio spot announcements, participations and chain break campaign to start March 12 for 52 weeks in about 50 markets.

RADIO Correspondents Assn., which cancelled Presidential dinner last month, expects to hold function without Chief Executive. Tentative plans call for combined cocktail-buffet in early April. Attendance will be on personal invitation basis, with John Edwards, ABC, heading Arrangements Committee. Tentative site: National Press Club auditorium.

FIRST NON-NAB member station to sign up with BAB is WGGA Gainesville, Ga., owned by *Daily Times*. E. F. MacLeod, station manager, last week buttonholed Allen M. Woodall, WDAK Columbus, NAB and BAB director, and was promptly signed.

BUCHANAN & CO., New York, has recommended spot radio and television campaign to All-American Airlines to start in March. Decision from advertiser expected soon.

NAMES of new directors to be elected March 1 by Broadcast Advertising Bureau board kept under cover but it's known there hasn't been single turndown by those invited. Membership to be expanded from five to 25. Ready acceptance by invitees seen by BAB directors as reflection of confidence placed in new project.

RICHARD C. PATTERSON, former executive vice president of NBC who has been in diplomatic service for last decade, is slated for promotion to Ambassador to Switzerland. He has served for past several years as Ambassador to Guatemala.

BLUEPRINT for creation of Broadcast Bureau of FCC, part of overall staff reorganization along functional lines, due to reach Commission for action shortly after Chairman Wayne Coy's scheduled March return from vacation. Staff work on project is still in progress.

AMERICAN Legion and Radio-Television Mfrs. Assn. close to agreement on plan to provide TV sets on cost basis to military and veterans' hospitals, and similar agencies serving GIs.

LYDIA PINKHAM, Lynn, Mass., through Erwin, Wasey & Co., New York, planning early spring spot announcement radio campaign.

THOMAS HEADS AFA GROUP

EUGENE S. THOMAS, WOR-TV New York, NAB director and chairman of NAB's TV board, named chairman of Program Committee for Advertising Federation of America's 47th annual convention, to be held June 10-13 at Chase Hotel, St. Louis. Appointment made by Graham Patterson, AFA board chairman.

Y&R DUTIES TO MEADE

EVERARD W. MEADE, vice president and director of radio and television, Young & Rubicam, New York, and supervisors in his department will take over duties of Roland Gilett, vice president in charge of production, who has resigned [BROADCASTING • TELECASTING, Feb. 5]. No replacement will be made.

In 1950...

WGN carried more programs sponsored locally by food and drug advertisers than any other major Chicago station . . . in fact, almost as much as all others combined.

. . . . . It proves again that when advertisers have a choice of stations, they choose **WGN** . . . . . still producing results . . . . . still reaching more homes each week than any other Chicago station.

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West Coast Representatives: Keenan and Eickelberg
235 Montgomery St., San Francisco 4 • 2978 Wilshire Blvd., Los Angeles 5
710 Lewis Bldg., 333 SW Oak St., Portland 4